
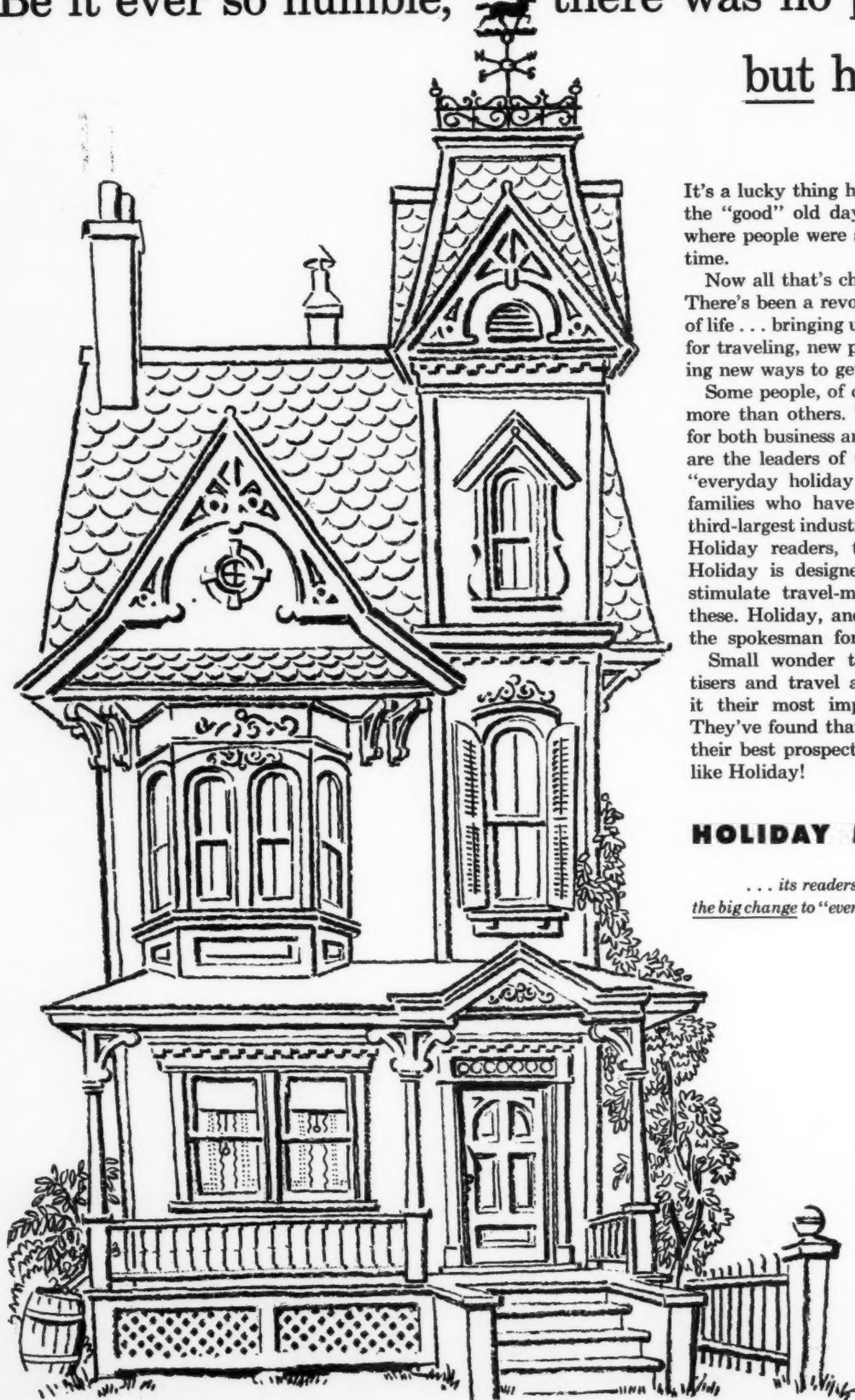


PUBLIC RELATIONS



**D-A-Y celebrates
45th anniversary . . .**

Be it ever so humble,  there was no place
but home...



It's a lucky thing home was sweet in the "good" old days, because that's where people were stuck most of the time.

Now all that's changed—and how! There's been a revolution in our way of life . . . bringing us new leisure time for traveling, new places to go, exciting new ways to get there.

Some people, of course, get around more than others. They travel more for both business and pleasure. These are the leaders of the big change to "everyday holiday living" . . . the families who have made travel our third-largest industry. Usually they're Holiday readers, too . . . because Holiday is designed to attract and stimulate travel-minded people like these. Holiday, and only Holiday, is the spokesman for this big change.

Small wonder that travel advertisers and travel agents have found it their most important magazine. They've found that to hit home with their best prospects, there's no place like Holiday!

HOLIDAY MAGAZINE

A CURTIS MAGAZINE

. . . its readers are leaders of
the big change to "everyday holiday living"!



THE *FORWARD* LOOK . . . "These three words are Chrysler Corporation's signal for a dynamic new era in your life!"

In a few weeks, Chrysler Corporation will offer you five all-new lines of cars... Plymouth, Dodge, DeSoto, Chrysler and Imperial.

These cars will present, each in its own distinctive way, a fresh styling concept. We have named this new concept **THE FORWARD LOOK**.

You will know why we chose this name when you see these cars. They are in tune with the fresh ideas and fresh feeling you are seeking today.

Chrysler Corporation designers set out to express the public's contemporary feeling for form that flows from purpose... to create cars with a spirit which would capture and match the spirit of the people who would own and drive them.

Out of this kind of thinking, after months of development, now come cars that reach out for the road ahead and seem to be in motion even when they are standing still. They have **THE FORWARD LOOK**.

If you, personally, like to be among the first with something good and new, I suggest you see your dealer now, while he is starting to make up his advance order lists.

Many cars will be offered as new this year. Only these five will offer **THE FORWARD LOOK**.

L. R. Colbert.
President

Coming soon: The 1955 PLYMOUTH • DODGE • DE SOTO • CHRYSLER • IMPERIAL

CHRYSLER CORPORATION > **THE *FORWARD* LOOK**

See Chrysler Corporation's great new full-hour TV shows—"Shower of Stars"... and "... Climax!" Thursdays CBS-TV, 8:30-9:30 P.M., EST.

**Going
down—
three
miles ...**

Some oilmen analyze the rocks. Some survey the land. Some listen for shocks deep in the earth. But nobody knows there's oil for sure until the drill itself has found it. That's why some say the driller's job is best — he's the first to *see* what all are searching for. He's got to be strong, brainy, able to fit into a smooth functioning team — the drilling team. For that is what it takes to start the flow of crude that ends up in fine Texaco products for marketing in all 48 states.

The Texas Company



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NOTED IN BRIEF . . .

• Chester W. Cleveland, Chicago PR consultant who specializes in commemorative business and institutional anniversaries, was so enthusiastic about the results of Central Soya's mammoth triple anniversary celebration, that he flooded the Journal office with copy, pictures, and clippings. As one of the most unusual industrial celebrations in history, the multifaceted event was covered completely by *Life Magazine*.

• Many annual corporate donations expenditures now rank as a major company outlay, requiring careful budgeting with a public relations approach. The Standard Oil Company of California has worked out a unique formula that might well be adapted by other firms faced with similar problems.

• Most public relations men have been job hunters at one time or another, as Joseph H. Mader points out, and some will no doubt be again. In this often misunderstood and hard to define field, getting a job can be an exasperating and frustrating experience. The Manhattan adventure described in this month's JOURNAL provokes wisdom and a warning.

• The question of PR education is discussed at almost every PR gathering. Yet, few of us have detailed knowledge of courses available, and the manner in which they are conducted. Professor Taylor's case history is taught at his institution.



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Central Soya's mammoth celebration of a triple anniversary with 12,500 in attendance results in a rare combination of public, employee, dealer, community and stockholder relations.

Corporate giving—sensitive tool of PR W. J. Held 8

How one company tailors its corporate giving to its own particular concept of public relations . . . good advice for any firm faced with company donations problems.

Job hunters quest Joseph H. Mader 10

A Manhattan adventure provokes wisdom and a warning. The job of landing a responsible assignment in the rapidly growing but often misunderstood public relations field is often harrowing indeed.

A basic public relations course for university students William Taylor 12

A case history providing interesting details on how one course is taught at a Mid-West university. Professor Taylor's basic course is no doubt similar to those given in other institutions of higher learning.

COVER PHOTO

George Anderson, Pendleton Dudley and Thomas D. Yutzky in one of the firm's new conference rooms. D-A-Y celebrated its 45th anniversary as a PR agency in October.

EDITORIAL PAGE

The PR Forum

WITHIN RECENT WEEKS the New York and Chicago chapters of PRSA have distinguished themselves by developing programs for their monthly meetings that, because of their wider interest and significance, transcend the routine gatherings of professional groups.

Attorney General Brownell chose to make his appearance before the New York Chapter the occasion for issuing a major policy statement on the Administration's interpretation of the anti-trust laws. His presence attracted a sell-out audience, in which the corporate PR people were, for obvious reasons, well represented. His statement was page one news.

In Chicago, four civic leaders appeared in a panel discussion of the proposed re-apportionment of Illinois—an issue of strong bi-partisan interest. As a consequence, the meeting received good news coverage and favorable editorial comment.

There is, of course, some danger in broadening the scope of chapter meetings. Their unique attraction is the opportunity they provide for professional discussion not usually available elsewhere. A steady diet of general topics might transform them into luncheon clubs with no specific value for the PR man.

However, programming can be judiciously balanced to allow for both professional and general topics. And the occasional program of wide interest has advantages for both the chapter and its guest speakers. The chapter stimulates attendance and improves its own public relations; the speakers reach an audience which, because of its influence in counseling and in the control of media, can throw unusually heavy support behind worthy undertakings.

Memo To House Committee

IN REPORTING the Attorney General's speech (see above) a national news magazine whose style is marked by a certain cruel cuteness noted his appearance "before a somewhat baffled audience; a gathering of public-relations men in Toots Shor's restaurant in Manhattan."

It goes without saying that this unbaffled audience grasped the import of Mr. Brownell's remarks just as quickly as the news magazine's editors—and without benefit of an army of researchers. And since we have chuckled over this magazine's slick thrusts at others, we shouldn't complain when jabbed ourselves. But with the wisdom of after-thinking we do believe house committees should be conscious of public relations in selecting their meeting places. Whatever its advantages may be, Mr. Shor's restaurant is so close to Broadway and associations of brazen press-agentry that its use may again stir up the editorial wise-crackers.



Very Truly Yours

UNDER SOLEMN OATH, Howard P. Hudson of the National Planning Association states that his office has received this letter from a corporation in New York City: "Your September, 1954 issue has been received addressed to John Doe, President of this corporation. Mr. Doe has been demoted and is now only a member of the Board. Very truly yours, Richard Roe, Executive Vice President." That's laying it on the line, Richard!



The crowd stands to applaud Mr. and Mrs. D. W. McMillen Sr. upon presentation to them of a 1954 Cadillac as a birthday gift from employees of the company.

What a party!

How Central Soya celebrated a triple anniversary in a big way

By Chester W. Cleveland

President
Chester W. Cleveland & Associates

IN RESPONSE to 17,000 engraved invitations, mailed to all parts of the country, 12,500 solid Americans converged on Fort Wayne, Indiana (population 133,606) on September 16 to participate in a mammoth triple celebration and giant barbecue honoring the 20th anniversary of Central Soya Company, Inc.; the 75th birthday of its founder, Dale W. McMillen, the beloved "Mr. Mac"; and the 50th wedding anniversary of Mr. and Mrs. McMillen.

Perle Mesta and Elsa Maxwell never had an acceptance percentage like that; neither have they ever thrown such a party in all their years as hostesses with the mostest.

Life Magazine sent reporter Jane Estes and photographer Walter Sanders to cover the party. Sanders reported that the nearly 500 photographs he shot constituted a new record for him for a single event.

Co-hosts were the officers, directors, executives, and employees of Central Soya, Master Mix dealers, and the Fort Wayne Chamber of Commerce.

We have never handled a special event with more facets. In staging one of the most unusual industrial anniversary celebrations in U. S. history, we encountered a rare combination of public, employee, dealer, community, and stockholder relations.

Soya reaches for the check

Central Soya brought its 2,000 employees and their wives to Fort Wayne at company expense from their five plants at Harrisburg, Pennsylvania; Marion, Ohio; Decatur, Indiana; Gibson City, Illinois; and Memphis, Tennessee. Moreover, it declared a paid holiday for all employees, excepting skeleton force control personnel.

Central Soya also picked up the full

expense tab of its 2,000 dealers and their wives from twenty-seven states.

In addition, the Company financed the memorable trip for 175 presidents, deans, professors, nutritionists, and research and extension specialists from the leading agricultural colleges and experimental stations in eighteen states.

The event cost an estimated \$79,000 just to bring the employees and wives, dealers and wives, and agricultural faculty guests to the big doings.

The transportation and housing problem was a difficult one. Three special trains brought the employees from Harrisburg, Marion, and Gibson City. Twelve planes made seventeen round trip flights from remote points. Eleven buses were chartered for the necessary round trips from four states. Augmenting all available equipment of Fort Wayne Transit, Inc., additional buses were brought in from South Bend and Indianapolis to handle the crowd within the city. Indiana State Police traffic control sound cars effectively handled the movement of the visitors as the day's activities shifted to different locations.

As the special trains and chartered planes arrived in Fort Wayne, they were greeted by an old-fashioned steam circus calliope and noisy little German bands.

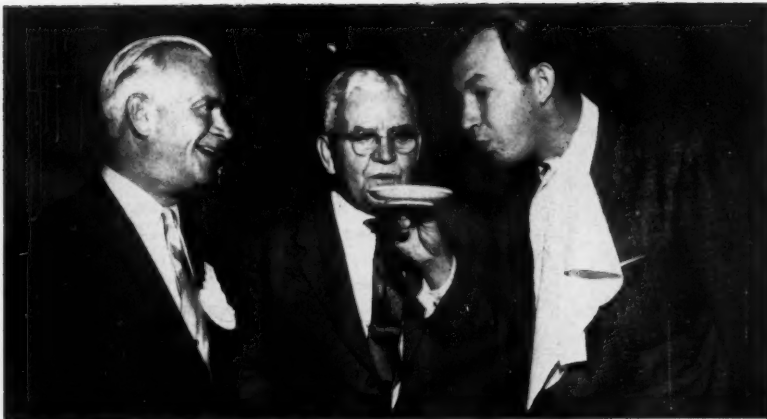
Leading hotels in Fort Wayne were booked solid for a two-day period as were all first-class hotel and motel rooms within a 60-mile radius of the city.

How the celebration started

Four group receptions and luncheons began at 10 a. m. and continued until 12:15 p. m. when special buses picked up the guests and took them to the new Memorial Coliseum for the commemorative program, which began at 1 p. m.

Captains of industry, the financial group including a liberal sprinkling of New York and Chicago bankers, and railroad presidents and other top brass assembled in the Main Ballroom of the Van Orman Hotel for their luncheon-reception. The college and university agricultural leaders gathered in The Chatterbox of the same hotel.

The press reception and luncheon at the Chamber of Commerce attracted several political figures and nearly 200 from the newspaper, magazine, radio, and TV press. Typewriters, telephones,



Herb Shriner teaches "Mr. Mac" how to cool coffee Hoosier style as ex-Governor of Illinois D. H. Green (left) looks on.



"Mr. and Mrs. Mac" inspecting the 370-pound birthday cake presented to them at the barbecue at McMillen Park.



Grouped around a scale model of the first Company plant are the twenty original employees of Central Soya Company and McMillen Feed Mills who are still with the Company today. Standing, left to right—Adrien Girard, Ed J. Vian, Joseph H. Brennan, Kenneth B. Reed, Wayne S. Zerkel, Carl Daniels, Augustus F. Daily, William Keller, Samuel C. Cottrell, Arthur J. Miller, Luther E. Clase, Arlie D. Bollinger, Jesse E. Essex, Raymond Mertz. Seated—Harry A. Maddox, Royle L. Sprunger, D. W. McMillen (founder), H. W. McMillen (chairman of the board), Thomas C. Smith. Kneeling—Robert M. Fritzinger, builder of the model.

photographers, and publicity kits were available to all.

Largest of the four noon get-togethers was the one for Master Mix dealers in the Grand Exhibit Hall of the Coliseum which was attended by approximately 5,000.

"Mr. Mac" and other Central Soya officials made brief appearances at all four receptions, where photographs were taken for publicity purposes and personal collections.

Fort Wayne's huge Memorial Coliseum was packed to the rafters for a program that opened with a parade by cadets of the Culver Military Academy, whose alumni include two generations of the McMillen family. The Purdue Varsity Glee Club, fresh from an appearance in the Hollywood Bowl, was on hand in compliment to Chairman McMillen, an alumnus of the University.

In presenting medallion awards to the score of 20-year employees, Chairman McMillen gave the first one to his father.

"I didn't get a chance to prepare nothing much to say," said TV star Herb Shriner, a native of Fort Wayne. "I've only known about this affair since last May."

"Mr. Mac" was given a tremendous ovation as he acknowledged the tributes.

Gift for "the boss"

At the conclusion of "Mr. Mac's" remarks, Vice President Paul E. Hensel escorted "Mrs. Mac" to the stage and presented them a set of gold keys to a new Cadillac, a gift of Central Soya employees, which was dramatically driven into the Coliseum by the veteran family chauffeur.

The two-hour commemorative program came to an end as the Purdue Glee Club sang and drank a champagne toast to the honored couple, and then smashed their glasses precision-like as they marched off the stage.

The program both at Memorial Coliseum and at McMillen Park was recorded in sound and color by Galbreath Picture Productions, Inc. of Fort Wayne. Sequences of the day's highlights will be used in forthcoming Central Soya business movies.

Radio Station WOWO (where Herb Shriner got his start) had the celebration on the air for five and a half hours during the day, and principals of the affair appeared on TV.

The grocery list

It's not often that 7,000 pounds of beef, 14,400 halves of chicken, and a 370-pound cake are needed for a birthday party. Here are a few other statistics about the big barbecue!—300 gallons of barbecue sauce, 15,000 buns, 3,000 pounds of baked beans, 11,000 bags of potato chips, 600 gallons of milk and cream, 600 gallons of coffee, 12,000 bottles of soft drinks, and 11,000 individually decorated birthday cakes, plus 11,000 plastic bags filled with pickles, olives, and onions.

The food was served in individual decorated birthday boxes, each with a souvenir napkin and bib, packet of salt, toothpick, fork, and plates.

The catering service was provided by Don Hall, owner of a chain of Fort Wayne restaurants, who made a special study of similar events in various parts of the country. Thirty men did the barbecuing and 150 additional people handled the food. Fifty Girl Scouts circulated through the crowd with second portions, individual birthday cakes, and ice cream.

Two barbecue pits, each 180 feet long, were constructed. Other equipment included a semi-trailer to carry three tons of charcoal, two semi-trailers to carry the food boxes, and one semi-trailer to carry the chicken.

A specially designed continuously flowing fountain spouted lemonade all afternoon long and 800 gallons were consumed.

The principal souvenir of the occasion was a 28-page, six-color brochure, tracing "Mr. Mac's" 75 years and Central Soya's 20 years. Other souvenirs included a Master Mix key chain, and imprinted balloons in odd shapes and

sizes for the youngsters. Four Polaroid cameras photographed guests against humorous backgrounds.

Identification tags were in the form of a four-tiered birthday cake lettered as follows: "Mr. Mac—20th—Faith—Vision—Courage—Determination."

How it was planned

Plans for the triple-barreled celebration were initiated on April 6 by a general committee. Regular progress meetings were held every Thursday with a number of special sessions sandwiched in between.

A unique assignment was given to the so-called rain committee, which developed an alternate plan of feeding and entertaining 12,500 people in the event of inclement weather. This committee came through in grand shape—the weather was perfect for the one and only day of the week!

Invitations and press releases with mats were issued to the 3,500 daily and weekly newspaper editors in the states of Pennsylvania, Ohio, Indiana, Michigan, Wisconsin, Illinois, Tennessee, and Georgia. The formal invitations were accompanied by an acceptance form and a self-addressed envelope with a three-cent stamp affixed.

Invitations were also extended to all business, financial, and labor editors in the U. S. and to all farm editors and radio farm program directors in the Midwest.

Trade and consumer magazines of the soybean industry were well represented as well as several national magazines of general circulation.

When incorporated in 1934, Central Soya Company, Inc. was capitalized at



Chester W. Cleveland, Culver, Indiana, and Chicago public relations consultant, a former PR director of Phillips Petroleum Company, specializes in events commemorating business and institutional anniversaries. He organized and was the first president of PRSA's Oklahoma Chapter.

\$125,000. It now has net assets of more than \$35 million. This year's sales are expected to hit \$160 million. Its stockholders reside in 36 states, Hawaii, and Canada.

Central Soya is one of America's largest processors of soybeans. It converts raw soybeans into soybean oil meal, soybean oil, and lecithin. The oil and lecithins are used by manufacturers of shortening, margarine, soap, paint, and foodstuffs. Soybean oil meal is a basic protein ingredient in the poultry and livestock feeds manufactured by McMillen Feed Mills, Central Soya's feed manufacturing and sales division. It is the leading manufacturer of protein concentrate feeds in the United States and markets its product under the Master Mix label.

"Mr. Mac" has given nearly \$3 million to Fort Wayne's parks, churches, and youth organizations. The 114-acre McMillen Park, where the barbeque was held, was also his gift.

Many of the city's stores and industries greeted "Mr. Mac" through newspaper advertising columns.

The idea of the celebration was the brain child of Roy Hall, head of the Chicago firm of certified public accountants—Hall, Penny, Jackson & Company—an early president of Central Soya and an ardent admirer of Mr. McMillen. • •

Box lunches for 14,000 at the giant barbecue . . . and a hungry guest!



Corporate giving sensitive tool of PR

By W. J. Held

Assistant to the Manager
Public Relations Department
Standard Oil Company of California



THERE IS NOTHING particularly unique about this Company's pattern of giving. Our policies and practices very largely reflect those of other corporations in various fields of industry. What we have sought to do, however, has been to tailor our procedures to our own particular concept of public relations. Actually, the donations program starts and ends with our Public Relations Department. There is no question but that Company giving is upon the premise of what is good public relations.

Like other businesses, no doubt, we gave a good deal of wishful thinking to corporate giving someday reverting to a prewar level. Throughout the war we viewed the greatly accelerated program of giving as a contingency born of the extraordinary times, and for a few years in the postwar period we still felt that the momentum of bigger and bigger giving was going to slow down.

Of course, it never did, so about 1949 we began to prepare ourselves for an entirely different kind of plan for public giving. We realized that the Company's annual expenditure in donations now ranked as a major Company outlay. It was probably the only sizeable continuing expenditure that was not budgeted.

An inquiry at that time of half a hundred large concerns throughout the country revealed that most other firms were in the same predicament. Few of the companies questioned in 1949 and 1950 had as yet budgets for donation expenditures or a committee assuming the responsibility for the policies and practices of giving. The 50 firms we questioned all had some kind of procedure, of course—frequently authority vested in an already overburdened officer.

The Company from the start of formalizing its donation expenditures recognized that fundamentally this was a matter which was definitely public relations in virtually every respect. At

that time and for a number of years previously the Public Relations Committee, of which the president of the Company is chairman, had the responsibility for the corporation's giving.

Donations budgeted

In 1950 another step was taken—the complete budgeting of all donations by the Home Office and the field departments, the latter being principally marketing. The first year of this budget was a strain upon everybody. District managers who, heretofore, had authority for making donations up to \$250 without any budget control now had to set down specifically all recurring expenditures as well as estimating the amount of money which would be needed for unanticipated donations. To accomplish this estimate the field was encouraged to review expenditures for the previous four to five years.

This beginning went off surprisingly well. Shortly after the end of the first twelve months, there were meetings in the field to review experiences and to get frank opinions and suggestions for future budgeting. After the second year's experience, the field administration was proceeding so smoothly that from there on only total sums were required from each district rather than an itemizing of proposed expenditures.

In the Home Office, the budget plan likewise was going along satisfactorily with less and less close high-level administration and more responsibility being vested in the PR Department. The result today is that the donations program runs along surprisingly well.

Procedure

The procedure is as follows: In the last quarter of the year, the budget is prepared, which incorporates all field requirements and itemizes all items in excess of \$2500. This budget has the careful scrutiny of the Public Relations Committee and then goes to the Executive Committee for approval.

The administrative set-up requires

mid-year and annual reports which come to the attention of the interested committees. The Public Relations Department has complete authority for administering the budget, but it is expected to use good judgment in conferring with interested officers and management in respect to the various expenditures. There is a 10% leeway permitted in individual payments. The over-all budget is confined to a 10% increase. The Department also has authority for approving any expenditures to the extent of \$500. Beyond the sum of \$500, the Public Relations Committee must be consulted and it has authority up to \$2500; items in excess of these sums must be endorsed by the Public Relations Committee and referred to the Executive Committee for approval.

While the intent of the budgetary control is to obtain as close an estimate as possible of the payments to be made during the forthcoming year, it is recognized that in many instances a prediction so far in advance is not too reliable. In the case of larger items such as the Community Chest, American Red Cross or federated drives, the same sum as that paid in the preceding campaigns is employed, and the 10% leeway is relied upon for any adjustment required at the campaign time. But even under such handling it is often necessary to go back to the Executive Committee for a substantially increased amount.

Such contingencies are avoided as much as possible because of the limitation in increasing the over-all budget beyond 10%. In four years of budgeting such an over-expenditure has not occurred. In fact, in most years the outlay has been less than the total budget.

Field support encouraged

The Company encourages its field representatives to support worthy charitable, character-building and civic-betterment efforts. Through conferences held at field points, where the local management can sit down with the public

relations people, such matters as these are thoroughly thrashed out. It has been the result of these field gatherings that realistic changes have been made in donations policies and practices. On the other hand, by frequent contact with the people in the field, it has been possible to sell the principles under which donations are administered.

In the last decade there has been a pronounced impetus given to fund-raising for every conceivable purpose. Professional direction of solicitation has become an established activity resulting in aggressive, highly skilled techniques for obtaining money. The volume of appeals and the heavy demands upon business make it virtually impossible to respond to all of the calls made upon a firm.

This Company is no exception. As a consequence, our representatives in the field as well as in the Home Office have oftentimes perplexing problems on their hands. The Public Relations Department avoids making arbitrary decisions as to what the field should do. It is recognized that the field management with its intimate understanding of civic and business relations and the personalities involved is best qualified to determine the decisions which should be made. We encourage our representatives, however, to take at times a forthright stand against local pressure, even when business interests are involved, if the demand upon the Company is unreasonable.

Overzealous solicitation

We have all had the experience of sincere citizens becoming overly zealous in a fund-raising program and setting their sights too high as to what business should give. This situation is particularly true with important national campaigns where a company such as ours, operating in numerous communities, must have a consistent policy in its giving and follow a formula which can apply to most payments made. This practice has proved satisfactory for many years in regard to the American Red Cross and Community Chest payments and latterly the United Crusade or similar federated drives.

At times an ambitious campaign committee in some locality will create its own formula of giving and seek to have it applied to corporate gifts. Under such a prescribed formula, our own payment may not measure up, but we persist in adhering to what we believe is a fair apportionment of the total sum which we have set up for such a drive.

Detailed study

This over-all amount, we might explain, is the result of a detailed study each year in which we consult, for example, the American Red Cross, and with its cooperation use the actual percentages it has allocated to its respective chapters. We also scrutinize the goal of this campaign and, taking into consideration our past performance, will establish an amount equitable to the total sum being raised. Campaign quotas which appear realistic in the sums set influence our increases year after year.

In other words, we try to maintain a fixed percentage of our payment to a quota. One-half of one per cent has over the years appeared reasonable in a large number of drives.

The next step is precisely allocating this sum to all of the localities in which we do business and in which there are Red Cross chapters. With few exceptions there is never any question raised on the local level because this distribution is obviously fair. However, if a chapter departs from what has been set up by its own national or regional headquarters and seeks more money from certain segments of business such as our own, then, of course, there is a distortion and a conflict with our own carefully prepared plan of distribution.

The criterion

The criterion we encourage the field management to observe in reaching a conclusion as to the Company's share in purely local fund-raising efforts is the trend of business giving generally and of our own industry in particular. In addition, we suggest an examination of the budget of a drive to determine if it is entirely realistic for there are times when a budget for a worthy cause is influenced by wishful thinking and there is actually no possibility of reaching such an ambitious goal.

We had one case recently where the drive had an objective of several hundred thousand dollars for a community-improvement project which had failed to obtain funds through previous efforts. It was clear to us that no such sum would be obtained. On the other hand, there was an impressive roster of prominent citizens identified with the activity, and pressure was put upon this Company not only to subscribe substantially but to set an example by being one of the first to respond. A donation was pledged with the understanding that no payment would be made unless the complete goal was obtained. The drive eventually petered out, but no one could point to

us as implementing its failure by not responding.

This Company does support numerous national organizations dependent upon contributions for their existence but, admittedly, there are a great many groups which fail to obtain our support despite strong solicitation put upon us. There are worthwhile organizations which are not receiving aid from us simply because of the limitations we have set by what we feel is good business judgment as to the extent this Company can contribute money. We do feel that it is wiser to give strong financial assistance to fewer organizations than to spread the same sum in token payments among a larger number.

Questionnaire for organizations

We fear at times our inquiry into the operation of bodies seeking our aid proves irksome. For example, we have developed a questionnaire of some four pages in length. This questionnaire asks such pertinent questions as permission to examine the latest audited financial statement; the names of members of the Board of Directors and if any members are salaried or otherwise compensated employees; how frequently the Board meets; what was the actual percentage of members attending during the preceding year; a list of names and salaries of paid executives and how many paid employees upon the staff. The request for the audited statement is not always given with alacrity but at times, when this document is obtained, it divulges rather surprising information.

To sum up the Company's position on public giving: it believes that donations represent an important implement of public relations and to hold successfully that role, payments must be fairly established. From the standpoint of the stockholder, there must be sound reasons for making donations, either to engender good-will or sustain public respect for the Company. Thorough knowledge is had at all times on how our donations compare with other companies in our industry and in business fields generally. This is done by exchanging experiences and information with the fifty corporations we originally went to in 1949. We are careful not to give excessively or without reason, and the same judgment is used in assuring ourselves that our donations are not too small in amounts either. In other words, public donations are considered a very sensitive tool and, as a result, we endeavor to handle them with the skill and judgment these payments deserve. • •

Job hunter's quest—

A Manhattan adventure provokes wisdom and a warning

By Joseph H. Mader

MOST PUBLIC RELATIONS men have been job hunters at one time or another. Some no doubt will be again. Having landed in responsible assignments, they may often be sought out for counsel by young aspirants to the field.

The record of one man's experience during a four-month campaign, carried on largely among the storied towers of Manhattan, may provide a reminiscent smile to oldtimers, may suggest a precautionary note for newcomers, and will alert others against some questionable tactics that fakers carry on in the name of public relations.

This job hunter first placed his quest in the hands of most noteworthy personnel agencies in the city dealing with his professional field. Then he diligently followed up leads carried in the classified, business and financial sections of the illustrious *New York Times*.

Not to be exclusive in the search, he responded to queries in a number of fields calling for talent in which he had been trained: public relations, publicity, advertising direction, copywriting, just plain writing, editing, promotion, administrative or executive assistants (especially if some PR know-how was called for under the latter two job descriptions).

To lend meaning to developments, it might be well here to brief the applicant's qualifications. These, summed up in a neat two-page resumé that earned some plaudits from personnel specialists, were headed by seven years in New York as a public relations worker, industrial researcher and trade magazine editor. "Out-land" experience included five years on weekly and daily newspapers, eleven summers as director of publicity for two large national parks, and fifteen school years in professional journalism teaching in three mid-West universities.

Thus equipped, your narrator eyed hundreds of ads, wrote several hundred letters, was interviewed at scores of agencies and by several dozen prospec-

tive employers. Out of this sole-wearing and soul-searing experience, some stand-out reminiscences and imprints have been sifted for your examination.

Most saddening of these was the discovery that the term public relations is subjected to a variety of questionable twists by finagling advertisers who concoct ads that outdo quackery and often border on illegality.

One day, in pursuit of an opening clearly labeled as public relations the applicant found himself at the desk of an executive who insisted that it would be a professional public relations job to organize parents' groups in schools and churches, or appear before such groups if already established, and introduce them to the merits of his home freezer units.

Another time—and with several strong repeat performances—came glowing exhortations about the public relations cause that would be served by selling an "influence-type" of press service to clients in business and industry—at \$25 a membership, but with some tricky hidden fees to follow close behind.

Another "public relations" opening turned out to call for the talents of an FBI agent or Junior G-Man. When all the gloss and glitter of the job description had been shucked down to the nub of facts, what the employer really wanted was an undercover operative for big department stores. While ostensibly working as clerk or floorman, the "PR man's" principal job was to report on the "penny-pinching" and shoplifting propensities of employees.

Another awakening came through the realization that many selling jobs are being "sold" under misnomers, frequently under the guise of public relations. This leads one to wonder if there is something wrong with product selling, as much.

How else could one react when he follows up a query for a public relations man only to find himself being recruited to sell grave-stones and directories, bone meal and art calendars, "canned" features or corny music?

A glaring and somewhat frightening discovery was that experience, talent, background and a successful record are as nothing if the march of years has brought one beyond forty summers and as many winters. This factor should be of concern to veteran professional workers. Perhaps they themselves have supported this false premise by being arbitrary about the age of associates they hire. By their efforts they could do much to eradicate a bogey-man that threatens anyone who hasn't yet found the magic stove to hold off Father Time.

Not once, but repeatedly, it was made clear that all the wisdom, judgment and resourcefulness that could come only from a thirty-year career in public relations was sought for a particular job. But woe to the candidate who had acquired more than forty years of aging in the process of sharpening his talents.

It may surprise many that if you are a public relations man, you just can't qualify as an advertising copywriter, an editor, a news or editorial writer, a contact man, or as a publicity or promotion man.

This seems to be a stern conviction among employers, even though in your preparation for executive PR responsibilities you may have served a full apprenticeship in many, if not all, of those fields. For example, it is a bit shocking to find that after having drafted ads for weeklies and dailies, for magazines, for clients, for trade associations and industries, and having later acted as coordinator and supervisor of all copy—whether editorial or advertising—because your latest job was not that of an advertising copywriter, you just don't qualify.

The age of specialization seems to have hit segments of the public relations and advertising professions in tyrannical fashion. Some manifestations of that trend would seem to make a farce out of the definition of a good liberal education or the description of a sound public relations man as one whose talents are broad enough to work in many vineyards.

As example of this: an employment agency sought out the writer because

of his two years of solid experience in industrial research. Herein he had occasion to delve into administrative and operational problems and statistical histories of a dozen major industries, in-

cluding food production, processing, packaging and marketing. One client, a food manufacturer, needed a man with well-rounded industrial research experience to head up his public relations de-

partment. The candidate seemed to fill every qualification discussed in several interviews, seemingly happy and promising for all three principals concerned. Then, in the third session, came this startling question:

"Have you ever worked behind a food counter?"

"No."

The client's brow knit itself into furrows. The agent's jaw clamped tight as he saw his fee take flight. The manufacturer was sure that this public relations job could be well done only by a man who had learned his groceries by selling them. Had this type of obstacle-raising been oft repeated, the job hunter—third man in the triangle—might have found himself behind a sausage counter ultimately, and not for qualifying purposes only, but to keep the body whole.

This straw-man, belatedly raised by the client, was one straw too many for the agency man, presumably not a stranger to frustrations. Later, commiserating with his disappointed candidate, he delivered himself of an ironical fantasy:

"This week," said he, "we're looking for a public relations man for a company that manufactures only left-handed monkey wrenches. The fact that you've had years of good experience for a manufacturer of right-handed monkey wrenches is noted, but it doesn't qualify you for this job. Sorry."

Fortunately, among the vacancies explored, there were a number with public relations organizations, trade associations, advertising agencies, non-profit institutions, and well-known business or industrial firms. In every case, their advertising told clearly and simply what type of talent they sought, what responsibilities went with the job, and special qualifications were spelled out where needed. It was gratifying to find in such interviews a much-needed antidote for the nauseous mendacity aired by the fakers. It was also satisfying in that out of such an interview developed a pleasant, exhilarating and challenging new assignment. • •

Every man owes some of his time to the upbuilding of the profession to which he belongs.

Theodore Roosevelt



"... majored in English and journalism in college ..."



"... wrote for the college paper and was president of A.D.S. ..."



"... always been interested in one of your biggest accounts, U. S. Widgets ..."



"... of which my father is president."

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A basic PR course for university students

By William Taylor

Chairman, School of Journalism
Kent State University

The question of PR education is discussed at almost every PR gathering. Yet, few of us have detailed knowledge of courses available, and the manner in which they are conducted. Professor Taylor's case history provides interesting detail on how PR is taught at his institution.—Editor.)

AS PUBLIC RELATIONS settles into the college and university curriculum as a very specific and definable course of study, it is essential that special attention be paid to the basic course in this important discipline.

Scores of institutions of higher learning throughout the United States are offering from one or two courses in public relations to four-year sequences of study, leading to the bachelor of arts or science degree. Some offer graduate study.

The basic course, in many ways, is the most important of all the courses offered. It is, to a large extent, the foundation for the others to follow—for those who have selected PR as a life career.

But of greater importance, perhaps, is that it is the front window, the display, the exhibit A, for the profession. If it is the only course offered in the institution it assumes greater importance, because it is then the only place where a prospective career student can get an overview of the field.

If a college or university is a place, as many educators claim, where a young man "finds" himself, then the basic PR course is a very fertile field for student exploration.

The basic course given at my university is not much different, I am sure, than those given in other institutions of higher learning.

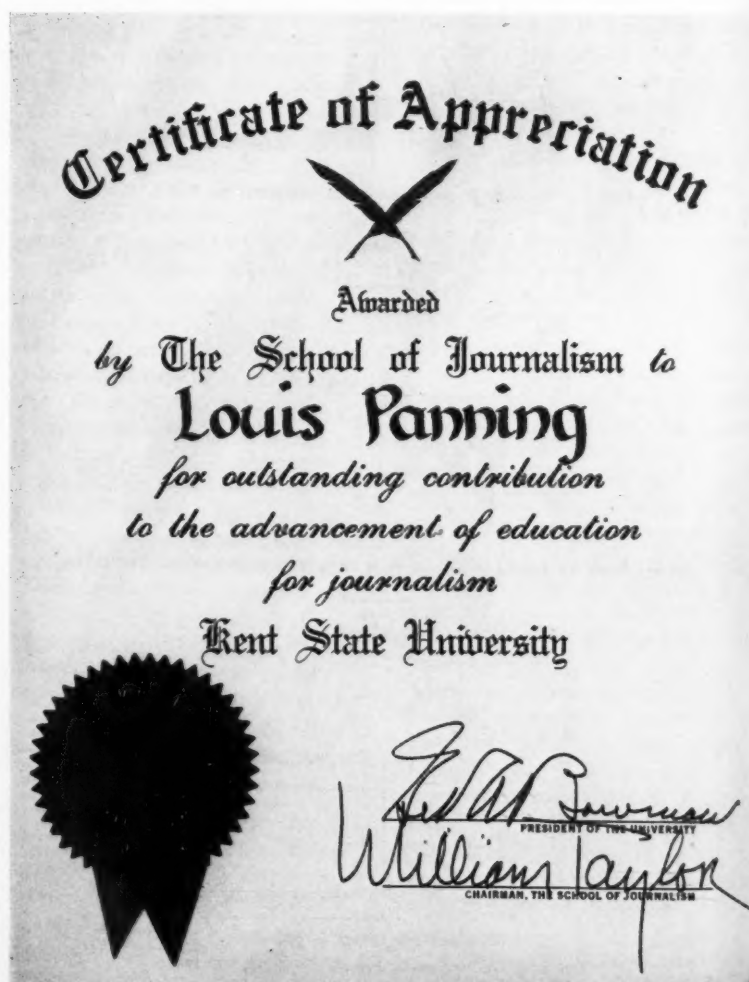
Basic elements

The instruction should include special lectures by PR practitioners, a good textbook, publications from PR offices, films, charts, and, of course, the *Public Relations Journal*, and the *Public Relations News*.

The main task of the professor is not to stuff his students with facts and theories, or to display his own erudition.

His mission is to present this relatively new profession so that those who may follow it will *care*. If the professionally-minded student begins to *care* about public relations, then nothing in the world will stop him from learning. For those who are just academically browsing, the course should shed a new and higher light on public relations practice.

Presuming that the professorial leadership is sound, the finding of a suitable



text, while not hard, is very essential. There are perhaps several, but two on my desk are very satisfactory. They can both be used in fact, one to supplement the other. They are "Effective Public Relations" by Cutlip and Center, and "Public Relations Principles and Problems" by Canfield.

PR practitioners

Public relations men are invited to lecture to the class to supplement various areas under study. Each practitioner is given specific instruction as to the subject he is to handle, and requested to submit a copy of his lecture in advance of appearing, so that it can be duplicated and distributed for later discussion, and become a permanent part of the student's notebook.

Typical of these invitations was that issued early in 1954 to Louis Panning, public relations director for the Ohio Edison Company. It was written on February 11, for his possible appearance on May 11.

He was asked to prepare his talk, and related paper under two main headings: (1) the mission of his public relations program, and (2) how the mission was achieved. His appearance was timed to supplement the text coverage of "Utilities." A Public Relations film, "Industrial Development," by his own company followed his talk.

Typical speakers

So it was with the others. They included Seward A. Covert, of Seward Covert and Associates, Cleveland, on the "Independent Counsel"; Shelby A. McMillion, PR director for Jack and Heintz, Inc., Bedford, on "Internal Relationships"; Charles N. Demian, manager of press relations for the Erie Railroad, Cleveland, on "Press Relationships"; Herb Wilson, PR manager for the Goodyear Tire and Rubber Co., Akron, on "Industrial Public Relations"; Roy Apple, PR director for the Council of Profit Sharing Industries, Akron, on "Trade Associations"; Raymond D. Kershner, PR director, Akron Trucking Association on "Carriers-Trucking"; Dr. A. L. Lewis, PR director of the United Rubber, Cork, Linoleum and Plastic Workers of America, Akron, on "Labor Unions"; Sidney Mountcastle, PR di-

rector of the Stark County Unit, American Cancer Society, Canton, "Welfare Agencies—Specific"; William D. Plant, PR director for the United Foundations of Akron, and his assistant Lillian Sokoll on "Welfare Agencies—General," and August Quatrochi, director of the news bureau, Western Reserve University, Cleveland, on "Higher Educational PR."

It has been my experience, during twenty years of university teaching, that successful men in the field are willing and ready to cooperate with allied university programs. This is certainly true in the field of public relations.

PR films

In addition to the availability of public relations personnel for classroom participation there is, of course, a rich library of Public Relations films available, which enrich the program. But they, like the lecturers, must be carefully selected.

The course was opened with the film "Public Relations" by the March of Time. It was followed, where appropriate, by "The American Road" by the Ford Motor Company; "Building Friends for Business" by Swift and Co.; "Industrial Development" by the Ohio Edison Company; "This is My Railroad" by the Southern Pacific; "The Friendly Way" by the American Telephone and Telegraph Company; "The Case for the Upper Case" by the Coca-Cola Company and "Anniversary" by the Ford Motor Company.

Organization Charts

To supplement the classroom discussion, large charts were used showing the public relations organization of General Motors, the Ford Motor Company, Weyerhaeuser Timber Co., the Borden Company, R. H. Macy and Company, and General Foods, among others.

While the university had had considerable experience in PR offerings, including a basic course by Professor Michael Radock, who had directed three Institutes for Public Relations, this PR course had not been offered, since Radock joined the Ford Motor Company's public relations department a few years ago.

Attracting students

We prepared for an enrollment of fifteen. We got forty.

How did the students learn of the course? Twenty found out about it from the catalogue, nine from the University daily that carried a story on it, nine from other students and faculty, and two from a bulletin board notice.

It was necessary to use the normal campus media to attract sufficient students to guarantee a class. It was a little risky, because the special lecturers had been engaged long before an announcement could be made.

Class evaluation

The final session was devoted to evaluating the course. Unfortunately, twelve seniors were absent because of the senior week tradition of excusing all graduating students for that period.

Did the course achieve the mission as stated in the outline, to wit: *"To show the evolution of public relations; the process, the publics, the mass media, and the practice; its growth toward professional standing."*

Here is a rundown on a few of the other pertinent questions in the questionnaire:

- *Textbook:* Better than most, 7; as good as most, 18; not as good as most, 5.
- *Would you keep this text as a future PR guide?* "yes," 21; "no," 6.
- *Outside lecturers:* Too many, 2; about right, 24; not enough, 2.
- *Has the course:* (a) encouraged you to go into PR, 10; (b) strengthened your decision already made as to entering PR, 17.
- *Films:* Too many, 0; about right, 22; not enough, 6.
- *The best film:* "The American Road."
- *What grade would you give the course:* A, 5; B, 19; C, 4.



Prof. Taylor has been chairman of the Kent State School of Journalism since 1936 except for the war years. Last summer he worked with Radio Free Europe and the Voice of America, evaluating the effect of American propaganda by interviewing escapees who had listened to the American broadcasts.

NEWS IN VIEW ...



SWISS PR GROUP: Members of the founding committee of the Swiss Public Relations Society at the first general assembly held recently in Zurich. Left to right—Dr. Paul Erni, PR officer of "Ciba" Basel; Dr. Charles R. Metzler, PR consultant and ex-

ecutive vice president of the Swiss PR organization (SPRG); Dr. Alfons Helbling, advertising and PR specialist of the Nestle-Alimentana, Switzerland; Louis Catalan, general manager of Shell, Switzerland; Kaspar Gisler, advertising counsel.



PLANNING DENVER PR GROUP—Edward F. Baumer (left), director of public relations for The Prudential Insurance Company of America's Western Home Office in Los Angeles, and Ken Haines, director of public relations for the Public Service Company of Colorado, are in the process of

forming a Denver PR group which will add another chapter to PRSA. Mr. Baumer was the principal speaker at recent 51st Annual Convention of the Rocky Mountain Electrical League, a three-day session at the Stanley Hotel, Estes Park, Colorado. Mr. Haines was program chairman.



JOHN FISHER, Canada's well-known radio commentator and after dinner speaker and a national director of Inside Canada Public Relations Limited, was honored by Canada's great French-language university, the University of Montreal, for his efforts to promote better relations between French and English speaking Canadians and between Canada and the United States. Given an honorary Doctorate of the University, Dr. Fisher is shown above as he received this distinction from Cardinal Leger, Chancellor of the University. During the year, Dr. Fisher delivers more than 200 addresses, about half of them in the United States. His speech invitations run into the thousands. His work in the international field of public relations has earned for him from the Canadian public the title "Mr. Canada."



M. O. RYAN, manager of the Washington office of the American Hotel Association, broadcasts a message of hope and encouragement from American Hotel men to captive people behind the Iron Curtain. He is pictured at a Radio Free Europe microphone in Munich during a tour with 71 other American civic leaders as guests of the Crusade for Freedom. Messages are designed to assure the Kremlin's 70,000,000 captive peoples that millions of American people support their struggle for freedom.

D-A-Y Marks 45th Anniversary in PR

Public Relations Firm Will Develop Chronology of Public Relations
Through Series of Surveys to Provide Searching Analysis



Team work is the key to operations at D-A-Y. So that each account gets the benefit of the varied experience of the entire staff, teams participate in planning, review meetings, new idea sessions and even counseling.

Marking its own 45th anniversary in October, the New York public relations firm of Dudley-Anderson-Yutzy disclosed the start of series of surveys to provide a chronology of public relations from its inception and a searching analysis of its current uses.

The surveys are the first specifically designed to help define the proper areas of public relations; to clarify the boundaries between public relations and, for example, advertising, sales promotion and merchandising; and to show where public relations experience and techniques can be better applied through better understanding of the proper place of the function in management.

The surveys got underway in mid-October, with the first to cover more than 100 major trade associations. Subsequent surveys will take in selected industries, private enterprises and educational and other institutions, and will require several months to complete. Although participants will be kept anonymous, results will be compiled in reports which will be made available to all of the groups and individuals answering questionnaires and to the Public Relations Society of America.

Information sought from each participant will attempt to outline the sequence of public relations development

over the years, determine methods and media used, and cover such indices of growth as increases in budgets and personnel employed.

As one of the two oldest firms in the country, Dudley-Anderson-Yutzy will be able to draw heavily on its own connections for a chronology. The firm has served several of its twenty-four clients for periods ranging from twenty-five to more than forty years. Its own growth since Pendleton Dudley opened his office in October, 1909, has closely paralleled the growth of the profession.

"Instead of having just another cocktail party or banquet to celebrate our 45th birthday," Pendleton Dudley said, in disclosing the start of the surveys, "we decided to try to do something of real value to us, to others in our field and to the many enterprises now making use of public relations techniques in meeting their vital communications problems. We believe this inventory will provide new information and a more adequate basis for an evaluation of the profession at this stage in its evolution."

Mr. Dudley today is widely acknowledged as the "Dean of Public Relations" in this country. His nearly half-century of experience is the living history of the evolution of PR as it is known today.

Students, colleagues, editors, writers and others studying the emergence and development of this newest profession, frequently draw upon his rich background for information.

When Mr. Dudley opened his office, the term public relations was unknown and only one other firm was engaged in the same kind of business. This was Parker & Lee, founded by the late Ivy Lee, which is now the well-known firm of Ivy Lee and T. J. Ross.

Looking back over his half-century of PR labors, Mr. Dudley feels that the biggest contribution of public relations is its translation of business phenomena into understandable terms. "The Public Relations Society of America," he said, "has done much to raise the stature of public relations as a profession and to advance understanding of the profession throughout the nation."

The Public Relations JOURNAL, Mr. Yutzy said, is of great value to the firm in promoting understanding of PR and its applications. D-A-Y uses the JOURNAL constantly as an educational tool.

Known as Pendleton Dudley & Associates until 1946, when two of Mr. Dudley's associates, George Anderson and Thomas D. Yutzy, became partners, Dudley-Anderson-Yutzy is now one of the half dozen largest firms in the business and last month moved into expanded quarters.

D-A-Y offers clients a wide variety of specialized skills, talents and services through a highly diversified staff of 100 persons. The staff includes men and women who bring training and experience from business, industry, scientific research, engineering, home economics, photography, newspaper editing and reporting (both domestic and foreign), advertising, teaching, retail merchandising, radio and television production, commercial art and public speaking.

COMPANIES REPRESENTED IN JUNE, 1954, TIDE LEADERSHIP PANEL

FOOD

A. & P. Coffee Co.
Aluminum Cooking Utensil Co.
American Chile Co.
American Sugar Refining Co.
American Tobacco Co.
Armour & Co.
Atlantic Sales Co.
Beatrice Foods Co.
Bolens Products
Bon Ami Co.
Borden Co.
Borden Co.-Fluid Milk Sales Div.
Brown & Williamson Tobacco Corp.
California Packing Corp.
Calif. Prune & Apricot Growers Assn.
Cal. Walnut Growers Assn.
Campbell Soup Co.
Church & Dwight Co.
Climalene Co.
Cobblers, Inc.
Crosse & Blackwell Co.
Cudahy Packing Co.
Davis, R. B. Co.
Drackett Co.
Emmental Cheese Co.
Fleer, Frank H. Corp.
Florida Citrus Commission
General Cigar Co.
General Foods Co.
General Mills, Inc.
Gerber Products Co.
Grocery Store Products Co.
Gulden, Charles Inc.
Hartmann Co.
Hawaiian Sugar Planters Assn.
International Milling Co.
Jewel Tea Co.
Junket Brand Foods
Kellogg Co.
Kroger Co.
Lily-Tulip Co.
M. & R. Dietetic Labs.
Martinson, Joseph & Co.
Mayer, Oscar Co.
McIlhenny Co.
Morton Salt Co.
Morris, Philip & Co., Ltd.
Natl Biscuit Co.-Cereal Dog Food
Natl Biscuit Co.
Natl Cranberry Association
Natl Assoc. of Tobacco Distrib.
Nehi Corp.
Nestle Co., Inc.
Paper Cup & Container Inst.
Pepper, Dr. Co.
Pet Milk Sales Corp.
Pillsbury Mills, Inc.
Ralston Purina Co.
Rice-Stix, Inc.
Richardson, Thomas D. Co.
Safeway Stores
Salada Tea Co.
Seven-Up Co.
Sioux Honey Assn.
Standard Brands, Inc.
Stokely-Van-Camp, Inc.
Sunkist Growers, Inc.
Sunshine Biscuits, Inc.
Sweet's Co. of America
Swift & Co.
United Biscuit Co. of Amer. Keebler Well Baking Division
White King Soap Co.
Wrigley, Wm. Jr. Co.

DRUGS AND TOILETRIES

American Home Products Corp.
Barbasol Co.
Bauer & Black
Block Drug Co.
Bourjois, Inc.
Bristol-Myers Co.
Carter Products
Chesebrough Mfg. Co.
Detecto Scales, Inc.
Germaine Montell Cosmetics Co.
Gillette Safety Razor Co.
Grove Laboratories
Houbigant Sales Corp.
International Cellulose Cotton Prod.
Lavoris Co.
Lilly, Eli Co.
McKesson & Robbins, Inc.
Miles Laboratories
Minneapolis-Moline Co.
Norwich Pharmaceutical Co.
Pinkham, Lydia E. Medicine Corp.
Potter Drug & Chemical Corp.
Prince Matchabelli, Inc.
Remington-Rand-Electric Shaver
Resinol Chemical Co.
Smith, Kline & French Labs

Squibb, E. R. & Sons, Inc.
Sterling Drug Co.
Vick Chemical Co.
Whitehall Pharmacal Co.

AUTOMOTIVE AND ACCESSORIES

A-C Spark Plug-Gen. Motors
American Motors
Automotive Safety Foundation
Champion Spark Plug Co.
Chrysler Sales Div.-Chrysler Corp.
Diamond T Motor Car Co.
Firestone Tire & Rubber Co.
Ford Motor Co.
Ford Motor Co.-Lincoln Mercury Div.
Ford Motor Co.-Truck Div.
General Tire & Rubber Co.
Goodrich, B. F. Co.
Hastings Mfg. Co.
Harley-Davidson Motor Co.
Hudson Motor Car Co.
Lee Tire & Rubber Co.
Nash Kelvinator Corp.
Pennoil Co.
Reo Motors, Inc.
Simonize Co.
Studebaker Corp.
Trailmobile, Inc.

APPLIANCES AND HOUSEHOLD FURNISHINGS

American Filt. & Mfg. Co.
Armstrong Cork Co.
Bassick Co.
Bendix Home-Appliance-Avco
Bissell Carpet Sweeper Co.
Blackstone Corp.
Carrier Corp.
Congoleum-Nairn, Inc.
Cory Corp.
Crane Co.
Easy Washing Machine Co.
Eclipse Lawn Mower Co.
Evinrude Outboard Motors
General Electric-Lamp Dept.
General Time Corp.-Westclox Div.
Hammond Organ Co.
Hestiator, Inc.
Hoover Co.
Johnson Motors-Outboard Div.
Karagheusian, A. & M.
Karpis, S. & Bros.
Kelvinator Div.-Nash
Kelvinator
Kirch & Co.
Kroehler Mfg. Co.
Lees, James & Sons
Radio Corp. of Amer.-RCA Victor Div.
Radio Corp. of Amer.
RCA Victor-Home Instr. Div.
Mohawk Carpet Mills
Scovill Mfg. Co.-Hamilton Beach Div.
Sessions Clock Co.
Simmons Co.
Stromberg Carlson
Thor Mfg. Co.
Thoro Corp.
Whitney, W. F. Co., Inc.
Willett, Consider H., Inc.

INDUSTRIALS

Acme Steel Corp.
Allied Chem. & Dye Corp.
General Chemical Div.
Aluminum Goods Manufacturing Co.
Amana Refrigeration, Inc.
American Brake Shoe Co.
American Brakeblock Div.
American Can Co.
American Locomotive Co.
American Machine & Foundry Co.
American Standard Radiator and Sanitary Co.
Amer. Welding & Mfg. Co.
Angier Corp.
Anso Div.-Gen. Aniline & Film
Armco Steel
Associated General Contractors of America
Babcock & Wilcox
Barre Granite Assn.
Barrett Div.-Allied Chemical and Dye Corp.
Beck & Lomb Optical Co.
Bemis Bag Co.
Bethlehem Pacific Steel Co.
Black & Decker Mfg. Co.
Boottitch Co.
Champion Paper & Fibre Co.
Cities Service Co.
Consolidated Vultee Mfg. Corp.

Listed by Category

Continental Oil Co.
Continental Can Co.
Corning Glass Works-Tech. Div.
Devoe & Reynolds Co.
Dictaphone Corp.
Dow Chemical Co.
Dow Corning Corp.
Du Pont, E. I. De Nemours & Co.
Duofold, Inc.
Emery Industries
Esso Standard Oil Co.
Ethyl Corp.
Farrington Mfg. Co.
Fairbanks, Morse & Co.
Federal-Mogul Corp.
Food Machinery & Chemical Corp.
Ford Instrument Co.
Forstner Chain Corp.
Fosteria Glass Co.
Fulton Bag & Cotton Mills
Gaylord Container Corp.
General Electric-X-Ray Dept.
General Electric-Electronics Div.
General Electric Co.
General Fireproofing Co.
Gen. Motors (Allison Div.)
General Motors (New Departure Div.)
General Petroleum Corp.
General Tire & Rubber Co.
Gilbert & Barker Mfg. Co.
Glass Fibers, Inc.
Glidden Co.
Gulf Oil Co.
Hammermill Paper Co.
Hazel-Atlas Glass Co.
Hogan Laboratories, Inc.
Homestake Mining Co.
International Resistance Co.
International Nickel Co.
Johnson Motors
Jones & Laughlin Steel
Keystone Steel & Wire Co.
Kimberly-Clark Corp.
I. B. Kleiner Rubber Co.
Koppers Co.
Lehn & Fink Co.
Lion Oil Co.
Libbey Owens Ford Glass Co.
Lukens Steel Co.
MacMillan Petroleum Corp.
Magnesite Corp.
Marathon Corp.
Glenn L. Martin Co.
Minneapolis Mining & Manufacturing Co.
Mengel Co.
Modern Welding Co.
Motor Wheel Corp.
Monsanto Chemical Corp.
National Gypsum Co.
National Lumber Manuf. Assn.
National Oak Flooring Mfg. Co.
National Paint, Varnish & Lacquer
National Plastic Prod. Co.
Nichols Wire & Aluminum Co.
Northern Paper Mills
Norton Company
Otis Elevator Co.
Kimbly Glass Co.
Patterson Sargent Co.
Penn. Crude Oil Assn.
Pittsburgh Plate Glass Co.
Portland Cement Assn.
The Pure Oil Co.
Ray O Vac Co.
Republic Steel Co.
Remington Rand Co.
Reynolds Metals Co.
Reynolds Metals Co. (Foil Div.)
Richfield Oil Corp.
Rubieroid Co.
Schiefelin & Co.
Shell Oil Co.
Sherwin Williams Co.
Simonds Saw & Steel Co.
Socony Vacuum Oil Co.
Spencer Chemicals Co.
Sperry Gyroscope Co.
Stanley Works
Swan Rubber Co.
Surface Combustion Corp.
Sylvania Electric Products
Tennessee Eastman Co.
The Texas Co.
Tide Water Oil Association
Timken Detroit Axle Co.
Timken Roller Bearing Co.
Towle Manufacturing Co.
Underwood Corp.
Union Carbide & Carbon

BEVERAGES

Ballantine, P. & Sons
Brading Breweries, Ltd.
Brown-Forman Distillers
Calvert Dist. Corp.-Carstairs Div.

Calvert Distillers Corp.
Continental Distilling Corp.
Goebel Brewing Co.
Gooderham & Worts, Ltd.
Heublein, G. F. & Brothers, Inc.
Melrose Distillers, Inc.
National Brewing Co.
Pabst Brewing Co.
Park & Tilford Dist. Corp.
Petri Wine Co.
Publicker Industries, Inc.
Seagram Distillers Corp.
Wile, Julius Sons & Co.
Wine Advisory Board

SOFT GOODS

Alligator, The Co.
Bates Fabrics
Bates Manufacturing Co.
Berkshire Knitting Mills
Botany Mills
Brown Shoe Co.
Carter, Wm. Co.
Champion Mills, Inc.
Cluett, Peabody & Co., Inc.
Commonwealth Shoe & Leather Co.
Conmar Products, Inc.
Englewood Shoe Co.-Gen. Shoe Corp.
Fashion Frocks, Inc.
Firth Carpet Co.
Forest City Mfg. Co.
Freeman Shoe Corp.
General Shoe-Gen. Retail Corp. Div.
Goodall Fabrics, Inc.
Halle Bros. Co.
Hanes Hosiery, Inc.
Hart, Schaffner & Marx Hat Corp. of America
Indian Head Mills, Inc.
Jacobson, F. & Sons, Inc.
Johnson, Stephens & Shinkle Shoe
Jantzen Knitting Mills
Jarnan Shoe Co.
Kaylon, Inc.
Keith, George E. Co.
Kendall Mills
Knox Company
Lee, H. D. Co.
Marshall Field & Co.
Munsingwear, Inc.
Natl. Cotton Council of America
North Star Woolen Mills
Nunn-Bush Shoe Co.
Pepperell Mfg. Co.
Phillips-Jones Corp.
Pioneer Suspender Co.
Pizitz
Plymouth Mfg. Co.
Public Shirt Corp.
Ripon Knitting Works
Roberts, Johnson & Rand
Intl Shoe
Schloss Bros. & Co., Inc.
Schumacher, F. & Co.
Seranton Lace Co.
Selly Shoe Co.
Stein, A. & Co.
Stetson, John B. Co.
Stetson Shoe Co.
Stevens, J. P. & Co., Inc.
Teena Paige Fashions, Inc.
Thomas Textile Co., Inc.
Utica Duxbak Corp.
Wehenberg Shoe Mfg. Co.
Wembley, Inc.
Wohl Shoe Co.
Wool Bureau, Inc.

TRAVEL

(Transportation-Hotels, Etc.)
Allied Van Lines, Inc.
Air Transport Association
American President Lines
Assn. of American Railroads
Assn. of British & Irish Railways
Assn. of Western Railways
Boeing Airplane Co.
Budd Co.
Chesapeake & Ohio Railway
Chl. Milw., St. Paul & Pac. RR.
Chicago, Rock Island & Pac. RR.
Delaware, Lackawanna & Western RR.
Delta, Lackawanna & Western Coal Co.
Delta C. & S. Air Lines
French Govt. Tourist Office
General American Transportation Corp.
Hotels Statler Co., Inc.
Jersey Central Lines
McCormick & Co.
Motor Truck Assn. of Calif.
Norland Information Service
Norfolk & Western R'way

Pan Amer. World Airways
Southern Coach Lines, Inc.
Southern Pacific Co.
Springfield St. Railway Co.
Transportation Displays
United Air Lines
United States Lines

SERVICE

Associates Investment Co.
American Bankers Association
American Fore Insurance Group
American Stock Exchange
American Trust Co.
Bache & Co.
Bank of America
Bankers Life Co.
Bankers Trust Co.
Chase National Bank-New York
Employers Group, The
First National Bank-Boston
First National Bank-St. Louis
Fluor Corp., Ltd.
Hardware Mutuals
Hartford Accl. & Indem. Co.
Hartford Fire Insurance Co.
Hartford Steam Boiler Insn. & Ins. Co.
Health Ins. Plan of Greater New York
Hertz Drive-It-Self Stations, Inc.
Insurance Co. of North America
Liberty Mutual Ins. Co.
Lincoln Natl. Life Ins. Co.
Metropolitan Life Ins. Co.
Mutual Benefit Health & Acc. Assn.
Mutual Benefit Life Ins. Co.
Mutual Life Ins. Co.
Mutual Life Ins. Co. of New York
New England Mutual Life Ins. Co.
New York Life Ins. Co.
Northwestern Mutual Life Ins. Co.
Occidental Life Ins. Co.
Pan American Life Ins. Co.
Pacific Mutual Life Ins. Co.
Penn Mutual Life Ins. Co.
Phoenix Mutual Life Ins. Co.
Prudential Ins. Co. of Amer.
Southland Life Ins. Co.
Texas Ins. Advisory Assoc.
Title Ins. & Trust Co.
Wellington, Sears & Co.

FARM

Allis-Chalmers Mfg. Co.
Butler Mfg. Co.
Caterpillar Tractor Co.
Ford Motor Co.-Tractor Div.
International Harvester Co.
Moorman Mfg. Co.

OTHER

American Medical Assoc.
American Lead Pencil Co.
American School Assoc. of Better Bus.
Bureaus, Inc.
Autopoint Co.
Bell & Howell Co.
Bones Seal-Fast Corp.
Cincinnati Board of Education
Clark-Cleveland, Inc.
Columbia Pictures Corp.
Constock & Co.
Conn. Development Comm.
Dennison Mfg. Co.
Dobackman Co., The
Eastman Kodak Co.
Esterbrook Pen Co.
Ferry-More Seed Co.
Florists Telegraph Deliv. Assn.
Fuller Brush Co.
Girl Scouts of USA
Gorham Co.
Hamilton Watch Co.
Harvard University
Horrocks-Ibbotson Co.
Hurley College-Notre Dame Univ.
E. Ingraham Co.
International Silver Co.
Kensington, Inc.
Kreiser, Jacques Mfg. Corp.
La Salle Extension Univ.
Library Guild, Inc.
Luck Stores, Inc.
Marbridge Printing Co.
Marlin Firearms Co.
Meriam, G. & C. Co.
Minnesota, Assoc. Indus. of Montanawater Dist. Co.

A SELF-PORTRAIT OF AMERICA'S MARKETING EXECUTIVE

Now, for the first time ever, it is possible to get a true, real-life portrait of the typical U.S. marketing executive, the person responsible for planning and placing nearly \$3 billion worth of advertising each year.

Some 5,000 such executives have accepted membership in the TIDE Leadership Panel, a continuing, monthly research study of the ideas, opinions and characteristics of top people in the fields of advertiser firms, advertising agencies, public relations companies and the media and suppliers that do business with them.

Who are these 5,000 executives, where do they live, how much money do they make from their jobs, what do they think?

Are they Republicans or Democrats, conservatives or liberals? How do they stand on McCarthyism, TV coverage of the Senate, higher postal rates, participation in their own local governments?

Have they been affected by the "cigarette-cancer scare?" How much do they drink? When do they entertain their clients and how much do they spend at it?

Tide has asked its Panelists questions like these—and just about everything else you can think of to help you know a man better. More than two-thirds of the Panel Members have participated, and the number grows every month. They come from every section of the country and from every segment of business. They tell TIDE some of the most personal things you can think of—how much life insurance they carry, for example, and where they would invest their next \$5,000.

Tide.... THE MAGAZINE OF SALES AND ADVERTISING TRENDS
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

Their frankness and enthusiasm in answering these and similarly piercing questions is considerable tribute to their faith and interest in TIDE itself, the one magazine edited primarily for such top marketing and management executives.

These Panel members—a representative list of the companies they represent is shown here—are in effect "editors ex officio" of TIDE. They continually suggest subject areas for TIDE to explore. They often nominate specific articles for TIDE to publish. They even point out story angles they believe should be stressed. Now, this should not imply that TIDE has permitted its editorial control to be diffused. It has not. But, to an extent unknown among other business magazines, TIDE has found a means to channel and command the best business brains in our great marketing community, to call upon them for help in planning future issues of TIDE, and to go back to them for the kind of "post-mortems" that are so indispensable to every successful newspaper or magazine.

Look at the adjoining columns—titled executives of these companies helped us edit TIDE just in the warm, preoccupied month of June,—and ask yourself this question:

"If I could have these marketing executive leaders on my side, have them endorsing my medium, using it and urging its consideration by their friends, would it go a long way toward improving my own opportunities for carrying a rising curve of national advertising?"

And if the answer is "yes"—as we suspect—let us tell you more about how TIDE may help to cooperate on starting that rise, now.

Humphrey, H. B., Alley & Richards
Jones, Ralph H. Co.
Jones & Taylor Assoc.
June & Co.
Kaplan & Bruck
Kaufman, H. J. & Assoc.
Katz, Joseph & Co.
Keith, David L. Co.
Kelly, Nason Inc.
Kenyon & Eckhardt, Inc.
Ketchum, MacLeod & Grove, Inc.
Kiesewetter, Baker, Hagedorn & Smith, Inc.
Klau Van Pietersom
Lundlap Assn.
Kiepper Co.
Knox, Reeves Advertising
Krupnick & Associates
Kudner Agency
Lamport-Fox-Prell & Dolk, Inc.
Lambert & Feasley, Inc.
Landshet & Barber, Inc.
LaRoche, C. J. & Co., Inc.
Lausen & Salomon
Lavenson Bureau of Advertising
Leber & Katz
Lebow, Victor
Lee, Ivy & T. J. Ross
Lefton, Al Paul Co.
Lesly, Philip
Lewis Adv. Agency
Levine, Mervine & Jesse
Llewellyn, Ross, Inc.
Long, W. H. Co., Inc.
Ludgin, Earle, & Co.
McCann-Erickson, Inc.
MacFarland, A. G. & Co.
MacManus, John & Adams
Madson Roy Associates
Mann-Ellis Inc.
Marshall & Pratt Co.
Marshall, Harold, Adv. Co.
Marsteller, Gebhardt & Reed, Inc.
Mason, Frank E. Associates
Mathes, J. M., Inc.
Maxon, Inc.
Meldrum & Fewsmith, Inc.
Mitchell & Mitchell, Inc.
Moreland, Chester C. Co.
Morgan, Raymond R. Co.
Mosser & Cotnis, Inc.
Moynehan, John & Assoc.
Muench, C. Wendel & Co.
Murphy, Carroll Dean, Inc.
Needham & Grohmann, Inc.
Needham, Louis & Broby
Noble-Drury & Assoc.
Ohio Adv. Agency
Orr, Robert W. & Assoc.
Perkins-Goodwin Co.
Phillips, A. P. Co.
Platt, Zachey & Sutton Inc.
Pollock, Julian G. Co.
Posner-Zabin Adv.
Prince & Co. Inc.
Public Relations Soc. of Amer.
Public Relations Inst. of the West
Ramsey, L. W. Co.
Rankin, Virgil L.
Reach, Chas. Dallas Co.
Reilly, Brown Willard
Reimers, Carl Co., Inc.
Reincke, Meyer & Finn
Roberts & Reimers, Inc.
Ross Roy, Inc.
Rumrill, Chas. & Co.
Ruthrauff & Ryan, Inc.
Sackheim, Maxwell & Co.
Savage & Talley
Schonfarber, Gordon & Assoc.
Scott, Hunter Adv. Agency
Seeds, Russell M. Co.
Selvage, Lee & Chase
Sels, L. H. Organisation
Sidener & Van Riper, Inc.
Silberstein, Alfred J.-Bert
Silton Brothers, Inc.
Simmonds & Simmonds
Simons-Michelson Co.
Smith, Harry W., Inc.
St. George & Keyes, Inc.
Strauch & Klein
Strauch & McKim Adv. Agency
Street & Finney, Inc.
Sutherland-Abbott
Thompson, J. Walter Co.
Tyson, O. S. & Co., Inc.
Van Hecker, Inc.
Vanguard Advertising
Wade, Geoffrey Advertising
Walker & Downing
Wasey, Erwin & Co., Inc.
Waters, Norman D. & Assoc.
Weintraub, Wm. H. & Co.
Weiss & Keller, Inc.
Wilson, Haight & Welsh
Witherspoon & Ridings
Yarda Advertising
Young, John Orr & Assoc.
Ziowe Co.

Moore Business Forms, Inc.
Nat. Assoc. of Wholesalers
Nat. Research Bureau
Nat. Safety Council
New York State Dept. of Commerce
Ocean City Mfg. Co.
Quivy, Charles Ltd.
Parker Pen Co.
Piney-Bowen, Inc.
Polaird Corp.
Prentice-Hall, Inc.
RePoint, Inc.
Sulright Co.
Smith, A. O. Corp.
Sontime Corp.
Southern Corp.
South Bend Bait Co.
Speed Queen Corp.
Stanford Research Institute
Supreme Allied Command
Atl. Headqu.
Texas Manufacturers Assoc.
Texas Medical Assoc.
United Artists Corp.
United Business Service
United Carr. Fastener Corp.
United Medical Service
United States Dept. of Commerce
U. S. School of Music
Univ. of Chicago
Univ. of Oklahoma
Univ. of Pittsburgh
Univ. of Southern Calif.
Univ. of Texas
Wagner Electric Corp.
Watson Co.
Warner Electric Co.
Wilson Sporting Goods Co.
Wipe Manufacturing Co.

AGENCIES - ADVERTISING & PUBLIC RELATIONS

Adler, Wm. Hart, Inc.
Advertising Council, Inc.
Advertising Assoc. of the West
Advertising Research Council
Aitkin-Kynett Co.
Allen & Reynolds
Allied Public Reia. Assoc.
American College Pub.
Rel. Assn.
Associated Advertising Agency, Inc.
Ayer, N. W. & Son, Inc.
Ayer & Gillett, Inc.
Bach, Henry Assoc., Inc.
Badger & Browning, Inc.
Baer, S. C. Co.
Baldwin & Mermey
Barber & Baer Assoc., Inc.
Barkin, Herman & Assoc.
Barnes Advertising Agency
Bates, Ted & Co.
Batten, Barton, Durstine & Osborne
Baus & Ross Campaigns
Beatty & Oliver, Inc.
Beaumont & Hohman, Inc.
Beeson-Reichert, Inc.
Bennett Advertising, Inc.
Benton & Bowles
Blow Co.
Blum, Charles
Bonsal Advertising Agency
Botaford, Constantine & Gardner
Bosell & Jacobs, Inc.
Brakely & Roberts, Inc.
Brandt Advertising Co.
Brennick Co.
Bridge, Harry P. Co.
Brinscher, Wheeler & Staff

Brother, D. P. & Co.
Bruck, Franklin Advertising Corp.
Buchen Co.
Burnett, Leo & Co.
Burlingame-Grossman Advertising
Burnet-Kahn Adv. Co.
Burnett, Verne Associates
Byer & Bowman Adv. Agency
Cahn-Miller, Inc.
Campbell-Ewald Co., Inc.
Caples Co.
Carter Advertising Agency
Carter, Lincoln J. Adv. Agency
Central Reporting Bureau
Ceell & Freshery, Inc.
Chambers & Wiswell, Inc.
Clark, CP Inc.
Cohen, Harry B.
Advertising Co.
Compton Advertising, Inc.
Compton, Ayers Assoc.
Comstock, Harold
Cramer, Krauselt
Cunningham & Walsh, Inc.
D'Arcy Advertising, Inc.
Daugherty, Jimm, Inc.
Devine, Harold C. & Assoc.
Doherty, Clifford, Steers & Sheinfeld
Donnelly & Sons, John
Dorr, August Advertising
Dudley, Anderson & Yutsey
Dunn & McCarthy, Inc.
Ebersold, Fred H., Inc.
Ellington Co.
Erland Advertising Agency
Farrel, Lynn Public Relations
Fertig, Lawrence & Co.

Fitzgerald Advertising Agency
Flanley & Woodward
Foley, Rich. A. Adv. Agency
Folts-Wessinger
Foot, Cone & Belding
Fox & Mackenzie
Frank, Albert-Guenther Law
Frank, S. M. & Co.
Freiburger, Curt & Co.
French, Oakleigh R. & Associates
Fuller, Smith & Ross, Inc.
Geissenger, W. B.
Gibbons O'Neill, Inc.
Goold & Tierney, Inc.
Gotham Advertising Co.
Gottlieb, Edward & Assoc.
Gray & Rodgers
Grey, James, Inc.
Greenhaw & Rush
Griswold-Eshelman Co.
Gumbinner, Lawrence C.
Gurley, Richard L. & Assoc.
Hall, Melvin H. Adv. Agency, Inc.
Hankin, Hicks & Montgomery
Harrison, Lester Inc.
Hening & Co., Inc.
Henri, Hurst & McDonald
Hewitt, Ogilvy, Benson & Mather
Hill, W. S. Co., Inc.
Hill & Knowlton, Inc.
Hog & Provandie
Hoffman & York
Holden, Clifford & Flint
Horton-Noyes Co.
Hooper Advertising, Inc.
Howard, E. T. Co., Inc.
Hoyt, Charles W. Co., Inc.

Harvard Law School Institutes Study of Public Opinion and Persuasion

To Center on Work of Lawyers and PR Men
In Dealing With Legal Problems
Having Important Public Opinion Considerations

Recognizing the growing attention paid by lawyers to the uses and efforts of public opinion in handling their client's problems, the Harvard Law School is instituting a study of public opinion and persuasion in modern law practice, according to an announcement by Dean Erwin N. Griswold.

The study will be conducted by Charles P. Schwartz, Jr., who has practiced law in New York and Chicago and has held a teaching fellowship in the Law School. His work will be carried out under the general direction of Associate Dean David F. Cavers.

The study will center on the work of lawyers and public relations experts in dealing with legal problems having important public opinion considerations. Typical of such problems are stockholders' proxy contests, labor disputes, anti-trust and public utility rate cases, and representation before legislative committees and governmental agencies.

The study will include personal interviews with lawyers, public relations counselors and advertising experts in different parts of the country, particularly in metropolitan areas. By this means case histories of actual situations in law practice will be collected. These will analyze the way in which public opinion affects and is affected by the work of lawyers and others associated with them in this work.

In announcing this study, Dean Griswold stated, "The volume and significance of problems of public opinion has been expanding in present day law practice. The increased intervention of government in the economy, multiplication of channels of communication to the public, and the growth of expertness in public opinion analyses, all support this conclusion. At every turn we see manifestations of the systematic consideration of public opinion and efforts to inform and persuade the public in matters of concern to the public.

"Knowledge of the interaction of law and public opinion in the work of the

lawyer today is important to an understanding of the lawyers functions and methods in modern society. Study of this interaction should equally throw light on the functions and methods of the expert in public opinion such as the public relations counsel, whose work and contributions in these situations is even less familiar than that of the lawyer.

Although there are significant differences in the skills brought to bear in these areas by the lawyer and the specialist in public opinion and persuasion, they often work in concert for a client. We need to know the extent to which the efforts of each in this situation are complementary, a mere duplication, or perhaps even antagonistic.

"This study should provide needed

understanding of these problems and also be of practical value both for lawyers and specialists in public opinion. By exploring some of the problems of policy and good conscience which are raised for both groups in this field of activity, the study may also help to define and reinforce the standards of public responsibility that should prevail in it."

The Harvard Law School has received grants to be applied toward the cost of this project from the Stanton Trust and the Standard Oil Company of New Jersey.

PR Men to Address Scientific Apparatus Makers

A panel discussion on "Public Relations as a Sales Tool" will highlight the Scientific Apparatus Makers Association laboratory apparatus and optical sections' midyear meeting, at The Carolina, Pinehurst, North Carolina, December 5-9, 1954.

Product public relations will be discussed by Cary Stevenson, vice president, Lindberg Engineering Company, and institutional of community public relations will be covered by John O'Connell, vice president of Hill and Knowlton.

PR HUDDLE—A special public relations forum at a meeting of the Ohio Trucking Association brought together three members of PRSA (left to right): S. S. Kalwary, chairman of the Ohio Trucking Association's public relations committee and director of public relations for Surur-

ban Motor Freight, Inc.; Keen Johnson, former governor of Kentucky and now vice president-public relations for Reynolds Metals Company; and E. S. Perlman, newly appointed managing director of the Ohio Trucking Association.



Prominent speakers featured on program for 7th annual national PR conference

*Three-Day Session Meeting in New York November 29, 30 and December 1
Expected to Draw Capacity Attendance*

Key public relations executives and officials from allied fields throughout the United States and Canada will convene in New York City November 29, 30 and December 1 when the 7th Annual National PR Conference gets under way at the Roosevelt Hotel to discuss trends, techniques and training in this rapidly growing profession.

The convention is sponsored by the Public Relations Society of America for the benefit of all those interested in the public relations field. Host for this year's conference is PRSA's New York Chapter, of which Kalman B. Druck, vice president of Carl Byoir & Associates, is president.

Program chairman George Freyer-muth, manager of the public relations department of the Standard Oil Company (New Jersey), has lined up an impressive list of speakers, slated to make this year's conference the best one to date.

First Day

Registration for the Conference begins on Monday, November 29, at 8:30 a. m. in the Mezzanine of the Roosevelt. This will be followed by the annual business session of the Society to be held in the Grand Ballroom. This is the only conference session restricted to members of PRSA only. Announcement of the Society's 1955 Officers and Directors will be made at the end of the session.

Directly following the membership session, Theodore C. Streibert, director of the U. S. Information Agency, Washington, will present a "PR Report from Abroad," especially prepared for the occasion.

The first of the daily luncheon meetings will be held at 12:30 p. m. with Russell Wilks, director of public relations for the United States Rubber Company, presiding. Frederick Bowes, Jr., director of public relations and advertising for Pitney-Bowes, Inc. and president of PRSA, will address the group on the subject of "Public Relations: What's In A Name?"

The first general session will get under way at 3 p. m. Walter G. Barlow, vice president of the Opinion Research Corporation, will preside. The theme of the panel discussion will be "Building Better Public Relations People," and topics to be discussed include "Better Selection," "Better Training," "Better Professional Self-Regulation," and "Better Experience Exchange."

The day's activities will end with a cocktail reception at 7 p. m. at which the New York Chapter of the Society will be host to conference attendants and their families in the Grand Ballroom Suite.

Second Day

Tuesday's general session, beginning at 9 a. m., will be in charge of James M. Vicary of James M. Vicary Company. Considering the topic "Forming and Changing Attitudes of People" will be four leading social scientists participating in a panel discussion with representative public relations people.

Dr. Ralph W. Sockman, minister of Christ Church, Methodist, New York, prominent clergyman, author, and lecturer, will speak at the luncheon.

Tuesday afternoon's workshop session will be devoted to nine simultaneous panel discussions under the direction of Thomas D. Yutzy, partner, Dudley-Anderson-Yutzy, second oldest PR firm in the country.

Subjects to be considered and panel chairmen are as follows: "Employee Relations," William Scholz, General Electric Company; "Community Relations," John Tharrett, Congoleum-Nairn, Inc.; "Government Relations," James P. Selva, Selva, Lee & Chase; "Visual Presentations," Theodore Allen Johnson, Sidney Edlund & Company; "Better Speeches," Dwight Eckerman, Economic Club of New York; "Public Relations Advertising," Marvin Murphy, N. W. Ayer & Son; "Printed Matter," Robert Snibbe, Good Reading Rack Service; "Radio and Television," Sydney H. Eiges, National Broadcasting Company;

"Press Relations," William W. Cook, Pendray & Company.

A cocktail reception will be held at 7 p. m. to be followed by the Annual Dinner in the Grand Ballroom. Featured at the dinner will be an address by Paul C. Smith, president of the Crowell-Collier Publishing Company, New York.

Third Day

The morning session on the closing day, devoted to "Public Relations Is Good Business," will be in charge of Dan J. Forrestal, public relations manager of Monsanto Chemical Company. Robert Montgomery, staff consultant to President Eisenhower and president of Neptune Pictures, Inc., will be the first speaker.

Following Mr. Montgomery will be Milton Fairman, director of public relations for the Borden Company, editor of the JOURNAL, and former president of PRSA, who will speak on "Public Relations Is Good Business—In The Community."

"Public Relations Is Good Business—In The Financial Community" will be discussed by Sydney B. Self of the Wall Street Journal. Gertrude Bailey, eastern representative, public relations, for Monsanto, will speak on "Public Relations Is Good Business—In Merchandising."

Final speaker of the morning session will be Dave Garroway, star of three NBC network shows and one of the busiest men on television. His topic will be "The Low Pressure Approach."

At Wednesday's luncheon the address will be given by Benjamin J. Fairless, chairman of the board of directors and chief executive officer, United States Steel Corporation.

The theme of the final afternoon session is "Public Relations Showcase." It will feature four outstanding presentations of public relations work, displayed in complete detail, from all parts of the country. These presentations have been especially prepared for the Conference.

❖ Field News ❖

CHICAGO CHAPTER

Four top authorities on the involvement of crime with politics participated in a panel discussion on this subject at the September luncheon meeting of the Chicago Chapter in the Crystal Ballroom of the Blackstone Hotel.

Dale O'Brien served as moderator. Participants included Robert Merriam, alderman, Fifth Ward, and chairman, City Council Crime Committee; Virgil Peterson, director, Chicago Crime Commission; Guy E. Reed, head of Citizens of Greater Chicago, and executive vice president, Harris Trust and Savings Bank; and Samuel W. Witwer, Jr., chairman, Illinois Committee for Constitutional Revision, and partner in the law firm of Witwer, Wilkenson & Moran.

In giving their views on "Crime and Politics in Chicago," the four panel members gave specific instances of alliances between politicians and criminals in the local political arena. They urged the more than 100 members of the audience to utilize the tools of public relations to alert the citizenry of Chicago to the dangers of these unhealthy alliances.

DETROIT CHAPTER

Byron Farwell of Chrysler Corporation's PR Department is currently conducting the only PR course being given in Michigan, at the University of Detroit.

Speaker at the September meeting was Charles S. Wat on, vice president in charge of public relations for O'Keefe's Brewing Company, Toronto.

Of particular interest to PR people in the automotive industry will be "American Automobile Album," a new book by William H. McGaughey, assistant to executive vice president of American Motors Corporation and a past president of the Detroit Chapter.

LOS ANGELES CHAPTER

Charles T. Atwood, plant manager of Lever Brothers Company, gave a colorful progress report of his organization's movements into the small communities in the outskirts of the busy Los Angeles industrial section. He discussed PR problems concerning management and outlined the solutions of the problems in retrospect.

Program chairman Dixon Trueblood reported that topics such as the following have been chosen for future meetings: case studies from membership, broadening management's understanding of PR and its functions, report on a well-organized, successfully conducted anniversary celebration, how to stage an annual stockholders meeting, the PR approach to state legislation, etc.



Shown above at the New York Chapter's September luncheon meeting are, left to right—Malcolm Muir, publisher of *NEWSWEEK*; Jack Howard, president of Scripps-Howard Newspapers; Kalman Druck, Chapter president and Attorney General Herbert Brownell, Jr.

NEW YORK CHAPTER

Attorney General Herbert Brownell, Jr. addressed a capacity audience at the Chapter's September luncheon meeting held as usual at Toots Shor's Restaurant, on a subject that made the front page of the *New York Times*.

His speech, entitled "The Anti-Trust Aspects of Mergers" was made on the very day that the Justice Department's anti-trust prosecutors turned thumbs down on the proposed merger of the Bethlehem Steel Company with the Youngstown Sheet and Tube Corporation and Mr. Brownell made the announcement in his address. The more than \$2 billion combination of the nation's second and sixth largest steel producers was considered in violation of the anti-trust laws as they were amended in 1950.

The Attorney General reviewed the development of anti-trust legislation which culminated in the 1950 amendment of Section 7 of the Clayton Act. The amendment is intended as a legal tool to cope with monopolistic tendencies at their first appearance. There are currently more than 700 cases under the scrutiny of the department's anti-trust division.

Mr. Brownell, however, did hold out some hope for revisions of the present law in the next Congress to produce a "middle-of-the-road economic and social administration" of government's supervision of corporate combinations. However, until this occurs, the department will enforce the 1950 regulation.

ROCHESTER CHAPTER

International harmony gained a point recently thanks to Charles F. Cole, chapter member and director of public information for the University of Rochester.

The upsurge followed a crisis during the University's Canada-United States con-

ference on economics and international relations. When the gathering of distinguished national leaders prepared to dine in Tood Union on the University campus, it was discovered that the dinner music trio was incomplete. The piano player hadn't turned up.

Cole, a versatile fellow, came to the rescue. He played the piano through the dinner, and later when the speeches were over he returned to play the American and Canadian anthems.

WASHINGTON CHAPTER

PR counsel from a six-state area assembled at the Hotel Statler in September for the one-day First Annual Middle Atlantic Public Relations Conference. Featured at the conference were two panel sessions on media.

Participants of the morning panel, a discussion on "What Radio and TV Want from Public Relations Practitioners" were John Cameron Swayze, *Camel News* Caravan and NBC commentator; Ted Ayers, CBS director and producer; Bryson Rash, ABC's White House correspondent; and Don Hewitt, CBS director and producer. Avery McBee, vice president of Hill and Knowlton, Inc., acted as moderator.

An afternoon panel discussion on "What the Printed Media Want from Public Relations Practitioners" included Ernest B. Vaccaro of the Associated Press, president of the National Press Club; Hugh Morrow, associate editor of the *Saturday Evening Post*; and Ernest K. Lindley, chief of *Newsweek's* Washington Bureau. Walter Bonney, assistant to the executive secretary, National Advisory Committee for Aeronautics, moderated.

General chairman of the Conference was Richard R. Bennett, Washington PR Director, NAM.

YOUNG PEOPLE ARE EASIER TO SELL THAN OLDER PEOPLE



It's easy when you break 'em in young...

Breaking horses... or breaking into a market... it's just plain horse sense to rope 'em while they're young.

More and more smart advertisers are turning to Redbook for its "rifle-shot" editorial concentration on Young Adults. These are the 18-to-35-ers — the have-to-buyers with unformed brand loyalties. They're in Redbook's corral — rarin' to go!

Redbook

America's ONLY Mass Magazine for Young Adults

2,048,407 Circulation... Highest 1st 6 mos.* in Redbook history
Advertising Linage UP 10.7% for the same period



*A. B. C.—6-30-54

November, 1954

PEOPLE • PROGRAMS • AND ACCOUNTS



J. MILLER REDFIELD, former regional director of public relations for the Household Finance Corporation, has been elected vice president in charge of industry relations

of the American Investment Company of Illinois, St. Louis.

C. Brooks Peters and **Osgood Nichols** announce the formation of the firm of **NICHOLS & PETERS**, Public Relations Counsel, at One West 57 Street, New York.

Two promotions in the PR Department of General Dynamics Corporation, New York: **CHARLES E. REICHE**, former assistant PR manager in the firm's Groton, Conn., Electric Boat Division has moved to the corporation's main office in New York to head up the press section; **JAMES F. MCGLINCHY**, who formerly handled press relations at Electric Boat, has taken over Reiche's post.

SHOW PROMOTIONS, INC., Detroit firm specializing in exhibit space merchandising and attendance promotion and overall public relations for industrial, trade and business shows, has been elected an associate member of the Exhibitors Advisory Council. President of the firm is **Athel F. Denham**, who is also president of his own firm known as Denham & Company.

ROBERT P. KEIM, former director of the New York Office of Information Services in the Office of the Secretary of the Air Force, has joined The Advertising Council, New York, as account executive on the Better Schools, Stop Accidents, National Blood Program and Crusade for Freedom campaigns.

The American Institute of Accountants, New York, national professional society of certified public accountants, has named **MELVIN R. FREEMAN** director of State Society and Membership Services.

JAMES P. FURNISS has been promoted from assistant vice president to vice president of The Citizens & Southern National Bank, Atlanta, Georgia.

LILLIAN L. SLEDGE has joined the New York staff of the National Cotton Council as sales promotion assistant handling the Maid of Cotton, children's wear and home furnishings campaigns. She was formerly located at the Council's Memphis office.



HAROLD FAIR, veteran of radio and television fields, has been named a vice president of **Bozell & Jacobs, Inc.**, New York. He is director of the agency's radio and TV department.

H. DIXON TRUEBLOOD, director of public relations and advertising for Occidental Life Insurance of Company of California, Los Angeles, has been named a vice president of his firm.

ALLAN M. HERRICK, advertising manager of the Security First National Bank, has been named a director of the Financial Public Relations Association.

TED O'MEARA, editor of the C & O Railway employe publication, has been named chairman of the Certification Committee for the International Council of Industrial Editors. **JOHN E. MARSTON**, editor of the Pet Milk Company employe publication, was named chairman of the Editorial Practices Committee.

MOVES



DONALD T. SHEEHAN, former head of the nation's civil defense volunteer recruitment program, has been appointed director of PR at the University of Pennsylvania.

Leo Burnett Company, Inc., Chicago, announces the addition of **EMRICH NICHOLSON**, former art director for Universal International Pictures, as West Coast Art Director.

THE AMERICAN ASSOCIATION OF FUND-RAISING COUNSEL announces the establishment of permanent national headquarters at 500 Fifth Avenue, New York.

Edward Gottlieb & Associates, Ltd., New York PR firm, announced the appointment of **HENRY MCNULTY**, former PR director of Patrick Dolan and Associates of London, as head of its new and enlarged offices in Paris.

CHARLES BRANDT, formerly of the Florida State News Bureau in New York, has joined the public relations and publicity department staff of **Young & Rubicam**, New York.

L. HAROLD LINDBECK, who has been operating as PR consultant at Adelphia,

Maryland, is now director of public relations and development at the University of Southern California's new Medical Center. He will also join the faculty later as an instructor in PR when the University launches its new PR curriculum next year.

Appointment of **WILLIAM E. MCELWAIN**, Pittsburgh and Rome (Italy) newspaper man, as an account executive in its PR department has been announced by **Ketchum, MacLeod & Grove, Inc.**, Pittsburgh.

T. PEIRCE HUNTER, formerly with **Lewis & Gilman, Inc.**, has joined the public relations staff of **Gray & Rogers**, Philadelphia.

CAMERON RALSTON, educator, and public speaker, has joined the staff of the Public Relations Management Corporation as special consultant to the Anthracite Industry Council.

(Continued on page 30)

Ketchum Celebrates 35th Anniversary

Another of the country's early public relations firms, **Ketchum, Inc.**, of Pittsburgh, Pa., is celebrating an important anniversary. The thirty-five-year-old agency has grown steadily and now services a number of national accounts as well as many in the Pittsburgh area.

The firm was first called "Ketchum Publicity" but this name was soon changed when it became apparent that the functions and services were to be much broader.

Soon after its inception, **Ketchum, Inc.**, under the guidance of **Carlton Ketchum**, its president; **Norman MacLeod**, executive vice president; and **McClellan Work**, vice president, pioneered in the fund-raising field. Today, in addition to its public relations division, the firm is one of the world's largest fund-raising organizations.

In its thirty-five years, **Ketchum, Inc.** has served more than 1,250 clients in the United States and Canada.

Manager of the firm's public relations division is **Walter M. Megronigle**, a PR veteran who has served in New York, Washington and London as a PR counsellor as well as with private industry.

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**It's
the picture
that counts**

MPO clients for 1954 include:

AMERICAN AIRLINES
AMERICAN HEART ASSOCIATION
AMERICAN HEREFORD ASSOCIATION
CAMPBELL SOUP COMPANY
DUCKS UNLIMITED
FORD MOTOR COMPANY
GENERAL MOTORS CORPORATION
GOOD HOUSEKEEPING
H. P. HOOD & SONS
JOHNSON & JOHNSON

MONSANTO CHEMICAL COMPANY
NEW YORK TELEPHONE COMPANY
REMINGTON ARMS COMPANY
SCOVILL MANUFACTURING
SHELL CHEMICAL
SOCONY-VACUUM
STANDARD OIL COMPANY (NEW JERSEY)
U. S. ARMY
U. S. INFORMATION AGENCY
U. S. NAVY

MPO Productions, Inc.

15 East 53rd Street, New York 22, New York
MUrray Hill 8-7830

PR in the Pacific Partnership

A Report by A. E. Irvine, Public Relations Officer
Forest Products Ltd., Auckland, New Zealand

The first American invasion of New Zealand took place when Henry Ford began exporting his famous "Model T" to these shores. Overnight, this amazing vehicle had captured the imagination of a young nation. When America's four-wheeled ambassadors bearing the Ford trademark arrived, we began to blink our eyes and look with increased interest towards the great republic. The "Model T" was everywhere: it became the symbol of progress as well as a means of getting there and back. It was a sign of the times and a clear indication that democracy had prospered so well that it had no need to march any more—it had taken to wheels.

The second invasion occurred when U. S. troops arrived here in 1942, very soon after Pearl Harbor. We were allies in war, pledged to a common cause. While going about the grim business of fighting a war, we found that we had much in common with our friendly invaders.

If the U. S. servicemen taught us how to drink "coke," jive and appreciate good coffee, they also taught us, among other good things, an appreciation of public relations. One of the results of the interest aroused in public relations has been a thinking beyond our shores. We are learning to take an interest in people who live about us, particularly those in the U. S. A.

One of the most important outcomes of World War II was the emergence of the United States as the most powerful of nations, a happening of enormous significance to New Zealand. Being a democratic, a Pacific and an English-speaking people, we have come within the orbit of American influence. We are a member of what may be loosely described as the Pacific partnership.

How will American leadership in the Pacific affect life in New Zealand?

Culturally, we stand to draw great benefit from a closer association with the United States. The provisions of the Fulbright act alone offer many advantages to our students, thereby strengthening ties of culture and understanding between us.

In effect, the Fulbright Act "authorizes the U. S. Secretary of State to negotiate agreements to use foreign currencies and credits realised through surplus property sales for the exchange of persons between the U. S. and other countries for educational purposes."

The use to which foreign currencies may be put under this authority includes the transportation, tuition, maintenance and other expenses incidental to scholastic activities of U. S. citizens going to institutions abroad, and the transportation of foreign citizens arriving to pursue studies in the U. S. Costs incurred by foreign nationals attending American institutions outside that country are also covered.

The media by which cultural contacts between the U. S. and other countries are maintained by the American government may be catalogued under two general headings:

Cultural Media

- (1) Exchange of books, magazines, technical periodicals and government publications through the U. S. Information Service and Library collection.
- (2) Educational programmes, involving exchange of students, teachers, professors, specialists, and leaders in public life.

Information Media

- (1) Press and publications.
- (2) Radio broadcasting.
- (3) Educational and documentary films.
- (4) Photo Display Service.

Educational exchange programmes between our countries are of two general types, namely,

- (1) Sponsored by private organisations or by philanthropic foundations such as the Carnegie Corporation, the Rockefeller Foundation, the Common-

wealth Fund and the American Field Service.

- (2) Those supported by government funds.

The Public Affairs Section of the American Embassy in New Zealand endeavours to promote international understanding between the people of both countries by developing the broadest possible information channels and cultural contacts. This objective is an integral part of U. S. foreign policy and every effort is made to implement that policy by making available to other people, knowledge of its government and its way of life. At the same time, an equal effort is made to work with agencies and organisations in other lands, which endeavour likewise to portray to other countries a full and fair picture of their respective lands, people and governments.

This is a word sketch of the work done by the U. S. and foreign governments.

It must be counted a blessing that the people of the United States and the Anzac nations have a common asset in the English language, a priceless advantage which opens the door to understanding and cultural development.

As yet educational institutions in New Zealand have not given recognition to public relations by including courses in their curricula as have some 100 U. S. universities and colleges.

In democratic countries where education is free, compulsory and secular, where literacy is universal and people read, think and discuss for themselves, business and government have found it necessary to bridge the gap between themselves and those they serve by the employment of public relations techniques.

Government agencies are doing a good public relations job and the lead has come from the U. S. A. which has cast off the attitude of splendid isolation and reached out a friendly hand to those willing to accept.

The public relations men of the United States, Australia and New Zealand have a worthwhile job to do. Lines of understanding and information have to be woven across the impersonal "no-man's land" of the oceans—a job which is a challenge to PR men.



A. E. Irvine

PR Is Invaluable Tool for Agents Council Executive Tells Insurance Group

Insurance agents can help their industry solve many major common problems of agents and insurance companies by carrying on consistent public relations activities, Bert C. Goss, executive vice president of Hill and Knowlton, Inc., international PR counseling firm, told the New Hampshire Association of Insurance Agents recently.

They have "undeniable assets" in dealing with the public, Mr. Goss said, including general public acceptance and understanding of their product and "a priceless contact with the so-called 'grass roots' of public opinion."

Nevertheless, he pointed out, it is apparent that the industry faces numerous problems in public relations. Among them are "fairly widespread" misunderstanding about insurance rates and costs, although insurance rates have increased only 35 per cent since 1939.

Indicating that the basic cause of public relations problems in the insurance business was a failure to communicate all the facts, the New York executive told the agents, "There is no method in

public relations superior to a personal explanation."

Mr. Goss outlined a number of methods by which agents can seek to eliminate public misunderstanding of the industry and urged them to support joint or state-wide association activities. He referred specifically to the Oklahoma Insurance Information Office, whose PR operations have not only won enthusiastic support of Oklahoma insurance men but are being adopted elsewhere in the field.

First Annual Day Of Visual Presentation

Twenty-five leaders in the visual presentation field will participate in a full-day program, including four workshops, devoted to this significant means of improving communication, in the first annual "Day of Visual Presentation."

The affair, to be held at Hotel Biltmore, New York, on November 16, is sponsored by the National Visual Presentation Association, Inc.

what qualifications do you vote for in a **PR printer?**



elect **THE JOHN B. WATKINS COMPANY** 9 Murray Street, New York 7, N. Y.
BRclay 7-7210

It's Your Move.....

and the move
is to
NEW YORK
for the greatest
PR
Conference
of them all!

Sponsored by
**Public Relations Society
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For all people with a
public relations interest

Roosevelt Hotel
New York City

November 29, 30,
and December 1, 1954

*Make Your Plans
Now to Attend!*

News in Education

Chicago Offers Graduate Program In Communication

The University of Chicago has instituted a new graduate program in public communication, which, according to the chairman, differs radically from the usual training for public relations in that it stresses basic processes rather than techniques of education and persuasion.

Following an interdisciplinary approach, instruction is provided by lecturers in sociology, psychology, political science, marketing, library science, and international communication, with core courses relying heavily on behavioral sciences.

Many of the courses are offered in late afternoon or evening. They may be taken with or without credit toward a master's degree. For additional information write to the Committee on Communication, University of Chicago, Chicago 37, Illinois.

New Council Book Shows Value Of Adult Education In Human Affairs

Adult education as a means for helping people to see themselves and their society more clearly and to cope with their problems more intelligently and creatively is the theme of "Adult Education For Everybody," a handy new 112-page paperback book issued by the New York Adult Education Council.

The book calls attention to the need for greater citizen participation in community planning and social welfare. It shows also that established institutions require continuous revision and re-formulation today to adapt to our changing ways of life.

The presentation takes the form of a series of articles about personal experiences written by educators, community leaders, business executives, other professionals and students on such subjects as mass communication, social work, community institutes, community health, the handicapped, segregation in the public schools, industrial management, parent-child education, leisure pursuits and retirement problems.

Authors include Lawrence A. Appley, Robert J. Blakely, Harry J. Carman, Stuart Chase, Charles Collingwood, Millard C. Faught, David D. Henry, J. T. Lewis, Jr., John A. P. Millet, Harry and Bonaro Overstreet, Houston Peterson and Mark Starr.

Copies available for \$2.50 from New York Adult Education Council, 104 Fifth Ave., New York 11. Other valuable booklets also obtainable.



NEW JOURNALISM BUILDING—The go-ahead signal for construction of a new \$350,000 journalism building at the University of Maryland, College Park, has been given by the Board of Regents. Work is to begin in December and completion is expected by September, 1955.

Sigma Delta Chi Holds 45th Annual Convention

Six nationally-known journalists have been lined up for the speaking program at the 45th annual convention of Sigma Delta Chi, professional journalistic fraternity, to be held in Columbus, Ohio, November 10-13, at the Deshler Hilton.

Slated to be featured on the program are John Cowles, president and publisher of the *Minneapolis Star & Tribune*; Richard W. Slocum, general manager of *The Philadelphia Bulletin* and president of the American Newspaper Publishers Association; Carl E. Lindstrom, executive editor *The Hartford (Conn.) Times*; Milton Caniff, creator of Steve Canyon and well-known cartoonist; Earl Wilson, columnist, and Hugh Baillie, president of United Press.

Magazine Clinic Held By AIGA

The Magazine Clinic is a series of forums for the interchange of ideas, the presentation of new methods and processes and the explorations of problems connected with the design and manufacture of magazines.

The 1954-55 forums, scheduled once each month, will cover such topics as "Good Taste in Typography," "What's New in Graphic Arts Research," etc. A magazine analysis and critique, with a panel of top-flight art directors and production men, will also be included.

Anyone can attend by paying the nominal admission fee of \$1.50 per session. For further information write The American Institute of Graphic Arts, 13 East 67 Street, New York.

Management Program At Oklahoma A & M

Oklahoma A & M College, Stillwater, Oklahoma, is offering three separate programs devoted to management in the 1954-55 season: Management Institutes for Executives, Executive Development Course, and Management Conferences.

Management Institutes are a series of one-day sessions covering important areas of executive responsibility, conducted by nationally recognized leaders in the various fields of management. They will run until April 14, 1955.

The Executive Development Course, scheduled for February 7-25, 1955, is designed to supplement experience and to accelerate executive development.

The Management Conferences, scheduled to run until April 19, 1955, are offered for those interested in the techniques and actual application of the results of the study of management.

For further details, write Oklahoma A & M College, Stillwater, Oklahoma.

PR, Editing-Publishing Courses At Columbia

Columbia University's School of General Studies offers an extensive program in PR, writing, editing and publishing.

The PR section includes classes in institutional PR, business communications and reports, radio and TV, public speaking, research in public opinion and communications, etc.

Many of the courses may be taken with or without credit toward a degree.

For further information consult the Office of University Admissions, Columbia University, 116th Street and Broadway, New York 27.

He restoreth your soul...



There's Susan Brown. She's brought Mary Lou up all alone—her daddy was killed in the war. Susan's a slight little thing, but a pillar of strength. And she's not at all ashamed to admit—she *leans* all right—on the strength of God.



Janet and Bill were married right in this church—and they come back every week. "Just selfishness on our part," Bill says. "After all, our life together got off to a happy start here... and we want to keep it that way!"

Worship together this week



And the Wolf family here—will you just look at those boys! They're feeling very grown-up and proud as punch, going to a Service with Mom and Dad.



We are well blessed. The doors of our churches and synagogues are wide open... waiting for us to enter. Set aside a time each week... a time apart from the "busyness" of living. You'll find more joy in each day, if you give some time each week to worship.



Pete Taylor sure has grown! Being in the Service has helped him grow up inside too. As Pete puts it, "A guy's never so big, that he wants to go it alone."



Ever been a stranger in any town? Then you've known loneliness. And you know how comforting it is to come upon a church or synagogue... where the doors are *always* wide open to everyone.

(This space contributed by the Public Relations Society of America as one of its 1954 public service projects, in cooperation with the Advertising Council and its Religion in American life program.)

7th Annual NATIONAL PR CONFERENCE

HOTEL ROOSEVELT
NEW YORK

November 29, 30, and
December 1, 1954

Make Your Reservations Now
for

Hotel Accommodations

An ample supply of single, double and twin-bedded rooms have been set aside for Conference assignment. A total of 400 rooms are being held, plus 20 parlor and bedroom suites. (No one will be assigned to "double" in a twin-bedded room by the hotel. Persons wishing to share accommodations should so designate with name of person selected when writing hotel.) Conference registrants should make room reservations direct to the Hotel Roosevelt, mentioning PRSA Annual Conference to assure themselves of reservations.

Room Rates

Single Rooms—\$6.50-\$10
Double-Bed Rooms (for two)—\$13-\$16
Twin-Bedded Rooms (for two)—\$13.50-\$17
Parlor and Bedroom Suites—\$28.50-\$33.50
Parlor and 2 Bedroom Suites—\$49.50
(All rates by the day)

If a room is not available at the rate requested, one at the nearest obtainable rate will be assigned and the hotel will notify the guest of such action. Unless requested otherwise, the hotel will hold reservations open until 6 p.m. of the day of arrival.



APPLIED IMAGINATION

By Alex F. Osborn; Scribners, New York; 307 pp., \$3.75.

Reviewed by Frank Thomas
Pendray & Company

If Alex Osborn, of BBDO fame, had his way there would be a staff of men and women in Washington who would do nothing but think up ideas all day long on how to win the peace and the friendship of the rest of the world. These "creativists" would shoot out ideas like a fireworks display, unhampered by criticism. Later, the best fruits of these "brainstorming" sessions would be engineered down to earth and used.

But Osborn doesn't stop there in his one man crusade to teach people how to use their imagination. In this, his fourth book on the subject, he pleads for greater ideation in every nook and cranny of our personal, vocational and public life.

In this book, now rapidly becoming a text in U. S. colleges, he does a superb job of discussing the general importance of creativity, phases of creative procedure, and the how-to.

Creativity, he believes, will never be a science, but it is an art in which all of us can become more proficient. But effort is the core of creativity. Then, too, many pregnant brainstorming ideas are killed aborning by the premature intrusion of the judicial side of the mind.

Osborn tells of one brainstorming experiment where 15 separate groups of creative people produced 800 ideas, 177 of which were later chosen and submitted to a company. Group leaders were not allowed to throw cold water on any ideas.

But Osborn stresses individual brainstorming. "No idea has even been generated except in a single human mind." Dr. George Washington Carver thought up over 300 useful articles in which peanuts could be used.

To get started in ideation, says Osborn, set a time, keep an open mind, focus your aim, analyze and simplify the problem, pile up alternatives. He gives

these and many other hints creativity culled from his own rich experience.

This excellently-written book, replete with anecdotes about men in business and science who have revolutionized our American way of life with their "divine spark" of imagination, is well worth any PR man's time. • •

Received Recently

• *Dictionary of Advertising and Distribution in Eight Languages*, a new publication for international advertisers and public relations men and export agents who want to be sure their technical specifications are understood when translated into another language . . . the 600-page volume contains 3,000 terms relating to marketing, distribution, advertising and media that are not generally found in standard language dictionaries. (United States Council of the International Chamber of Commerce, 103 Park Ave., NY 17, \$18.60.)

• *Canada's Tomorrow*, edited by G. P. Gilmour, an experiment in national self-examination and an attempt at sober prophecy as to what Canada may and should become in the next fifty years, a serious and stimulating book for Canadians and Americans alike who have an interest in the future of this important country. (The Macmillan Company of Canada Limited, Toronto, \$4.00.)

• *An Introduction to Radio and Television*, by David C. Phillips, John M. Grogan, and Earl H. Ryan, an authoritative, comprehensive account of current practices in radio and television, showing similarities and differences between the two media, with an explanation of the practical aspects of broadcasting in such matters as announcing, acting, programming, directing, writing, and newscasting. (The Ronald Press Company, 15 E. 26 St., New York 10, \$5.00.)

• *The Dictionary of Business and Industry*, edited by Robert J. Schwartz, practicing attorney, clearly defines 45,000 business and legal terms, most of which cannot be found in the average home, office or collegiate dictionary, a monumental book compiled when it developed that no such book had been published to date, based on information received from more than 1,000 leading trade associations and businessmen in key industries. (B. C. Forbes & Sons Publishing Co., Inc., 80 Fifth Ave., New York, \$7.95.)

• *College and Private School Directory of the United States and Canada*, a 500-page directory of 18,389 private schools and colleges in 60 major classifications plus 1,742 Canadian schools, with complete data regarding enrollment, courses, and entrance requirements. (Educational Bureau Publishing Co., Inc., 14 E. Jackson Blvd., Chicago 4, \$15.00.)

Strikebound Company Holds Annual Picnic

Human relations reached a new high when Goodyear Tire & Rubber Company staged its annual picnic for employees and their families as usual at Euclid Beach Park, Cleveland, although its plants were strikebound, with a near-record turnout of 50,000 attending the event as guests of the company. The strike has since been settled.

The occasion was unique in modern industry. Strike worries were forgotten for the day, while employees, company officials and entire families joined wholeheartedly in the traditional outing, which dates back as far as the turn of the century.

The plant shutdown likewise failed to interfere in any way with another Goodyear project requiring all out cooperation between management and employees.

Conscious of the needs of both the Red Cross and the Armed Forces to build up their blood banks, Goodyearites from factory and office responded to appeals and donated 263 pints of the precious life-saving fluid at Goodyear Hall during a two-day period.

Both Company and Red Cross officials expressed great pleasure over the response by employees who "came through in the face of the work stoppage."

Speculation also had been rife as to whether this year's company picnic would be held under the circumstances—the first nationwide strike in Goodyear history. But the company announced that the picnic was definitely on.

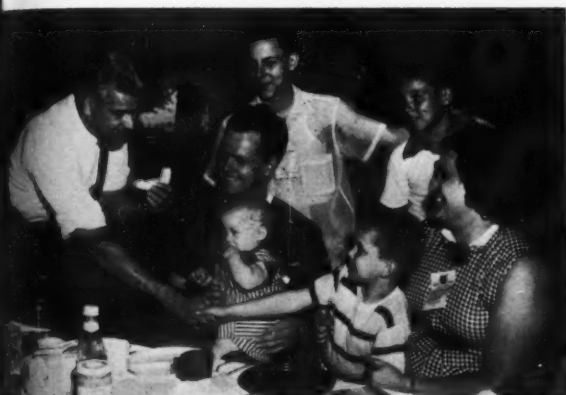
Any doubts about attendance were dispelled early on picnic day, as cars

and buses loaded with the picnickers began discharging them by the thousands at the parksite. A fleet of twenty buses, arranged for by the company, furnished shuttle service between Akron and Cleveland for those without cars.

It was a day given over exclusively to fun. Admission to the park's kiddyland, with its many types of amusement rides, was free to the younger children and all other park amusements carried reduced price tabs for Goodyearites.

The company band and a special song and dance group also provided entertainment, as did professional clowns. Spacious picnic tables were available.

There were games and contests galore, with a softball game between office and factory as a special attraction.



Iussel DeYoung, vice president in charge of production, greeting the James Vinson (pliofilm shipping) family.



Goodyear President E. J. Thomas (center) chats with Walter Clark (tank lining, Plant 3) and his family.



Professional clowns entertained the children . . . and grownups too!



Robert Wilson (machine shop, Plant 3) was one of the many to donate blood when the Red Cross visited Goodyear.

PEOPLE • PROGRAMS • AND ACCOUNTS — (Continued from page 22)

JAMES R. CHAMBERS has been advanced to sales promotion and advertising manager by the Benjamin Electric Manufacturing Company, Des Plaines, Ill.



MACK KEHOE, manager of the Miller Brewing Company's community relations and publicity department, has been named chairman of the Milwaukee Association

of Commerce public relations committee and a member of the National Editorial Association's (Chicago) public relations committee.

SWANSON & DALZELL, INC., New York public relations counsel, has moved its offices to 341 Madison Ave.

THEATRE NETWORK TELEVISION, INC. and **TELE-SESSIONS, INC.** announce the removal of their offices to 575 Madison Avenue, New York.

RONALD GOODMAN, Chicago public relations counsel, announces a move to enlarged office facilities in the Chicago Daily News Building.



SYLVESTER V. POINTKOWSKI, former executive director, public relations-publicity, for the President of the Borough of Queens, New York City, has been named director

of information, planning, public relations and fund raising, for the Police Athletic League, New York.



MARIO A. PALMIERI, formerly a member of the publicity and advertising department of the Brooklyn Union Gas Company, has joined The Mutual Life Insurance Com-

pany of New York as a staff assistant in the publicity section.

Five new accounts for **RUDER & FINN ASSOCIATES**, New York public relations counsel: The Midwest Research Institute of Kansas City, Missouri; Indian Head Mills, Inc.; Ciba Pharmaceutical Products, Inc., Summit, N. J.; Maytag Company, Newton, Iowa; Comics Magazine Association of America.

The Educational Foundation of the New York State Bankers Association has retained **VERNE BURNETT ASSOCIATES**, New York, as public relations counsel for a radio-television project. The PR firm has also been appointed by the Rudolph Wurlitzer Company, Chicago, to represent all divisions of the company.

MAYER AND O'BRIEN, INC., PR counsel for the Union Asbestos and Rubber Company's heating and cooling division, has been retained to handle the company's corporate public relations as well.

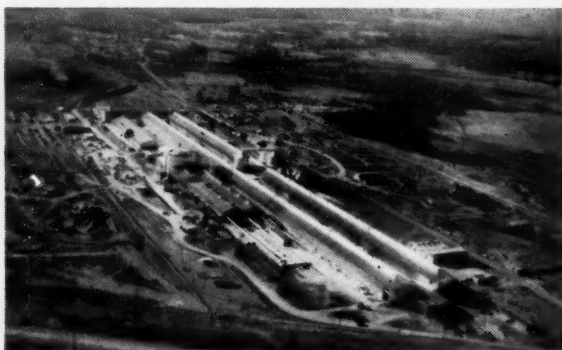
GRAY & ROGERS, Philadelphia, adds three new accounts: Kaiser Metal Products, Inc., Bristol, Pa.; The AP Parts Corporation, Toledo; Jomac, Inc., Philadelphia.

PRESS RELEASE, INC., New York, have been appointed counselors for Cott Beverage Corp., New Haven, Conn.

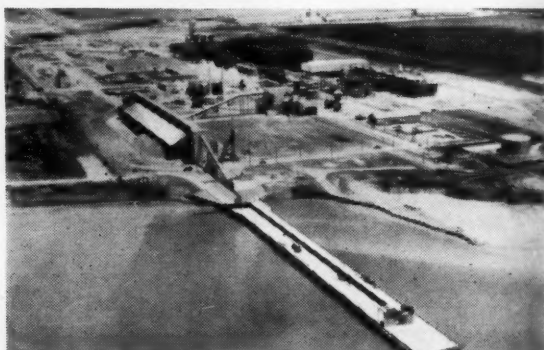
ACCOUNTS

The Israel-American Oil Corporation with executive offices in Jerusalem and New York, has retained **TYNDALL ASSOCIATES, INC.** as public relations counsel.

Reynolds builds friends and prosperity... from Arkansas to Texas!



The new Robert P. Patterson Aluminum Reduction Plant at Arkadelphia, Arkansas, is capable of producing 110,000,000 pounds of aluminum per year.



Reynolds' new La Quinta Plant in San Patricio County, Texas, cost 42 million dollars . . . is planned for 600 employees and is rated at 1,000 tons of alumina per day.

In the many states* where Reynolds has come to live it has been our privilege to add to the prosperity of our neighbors as well as to our own. Here are the two latest examples of the logical expansion by which

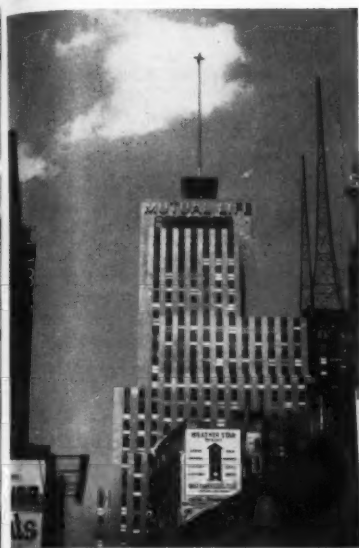
Reynolds increases payrolls in its home communities, increases the taxes it pays to city, county and state governments and increases the national wealth through production of needed parts and products.

* Alabama, Arizona, Arkansas, California, Illinois, Kentucky, Michigan, Missouri, New York, Oregon, Texas, Virginia and Washington.



REYNOLDS METALS COMPANY, Louisville 1, Kentucky
(Advertisement)

"Weather Stars" Twinkle Everywhere



A Milky way of "Weather Stars" may soon be blanketing the nation. The complicated electrical device which changes color to signal official weather forecasts got its big start in public service in New York when spectacular designer Douglas Leigh, Inc. was invited to place a signal atop the 25-story home office building of The Mutual Life Insurance Company in New York City.

Since the star rose over Broadway, similar signalling devices have sprung up over commercial buildings in six other cities; and in nineteen cities in fourteen additional states business firms are exploring possibilities according to Mutual's tabulation of inquiries received. Two letters were even received from firms in South Africa.

"Cinerama" in Syria Leads to Counterfeiting

The demand for tickets to "This is Cinerama," the U. S. exhibit at the Damascus, Syria, International Trade Fair, became so great it led to counterfeiting and arrest of the counterfeiters, according to a report from the U. S. Information Agency.

From the opening day on September 2, demand for seats at the American production far outstripped the supply of 4,000 daily, tickets for which are distributed free.

The counterfeiters, a printer and photo-engraver, were found to have sold the tickets for prices ranging from the equivalent of 30 cents to \$1.50.

You Are Invited

to visit with us at the
SEVENTH ANNUAL CONFERENCE
OF
PUBLIC RELATIONS SOCIETY
OF AMERICA

to be held in the
HOTEL ROOSEVELT
New York City
Monday, November 29th to
Wednesday, December 1st.

Our booth, No. 28, is directly opposite the entrance to the Grand Ballroom where all the conference sessions will be held.

WE ANTICIPATE SEEING YOU

to meet the members of our team:
Bill Githens, Bob Wood, Frank Donovan, Roy Gibson, Paul Field, Jack Tobin and myself will be on hand to greet you and to answer any questions you may have about the relation of our business to yours, and how we can be of service to you.



ESTABLISHED 1937

Harvey E. Leonard

PRESIDENT

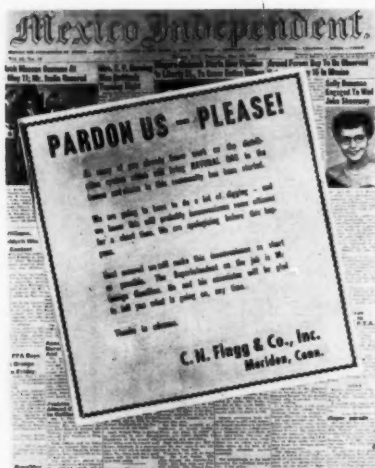


PLAZA 7-6600

SOUND MASTERS, INC.
PRODUCERS OF MOTION PICTURES

165 WEST 46th STREET
NEW YORK 36, N. Y.

MAINTAINING GOOD COMPANY RELATIONS



It isn't very often that a concern can come into town, rip up all of the streets, forcing rerouting of the traffic, and still have nice things said and printed about them in the local newspaper.

C. N. Flagg and Company of Meriden, Connecticut, was recently engaged to install a complete natural gas distribution system for Mexico, New York. Prior to beginning work, Pete Flagg inserted the above large ad in the *Mexico Independent*, the local daily newspaper. Subsequent issues of the paper carried very complimentary stories about the ability and consideration of the Flagg organization.

The company is composed of about 200 men who specialize in pipeline, gas and petroleum installations of all kinds. Using good public relations is one reason why the firm just completed forty-seven years of operation in a highly competitive field.

ATAE CONVENTION TO MEET IN LOS ANGELES

Over 20,000 years of trade association management experience is represented by the American Trade Association Executives which will hold its 1954 annual convention at the Hotel Statler, Los Angeles, November 8-11.

More than 200 association managers from all over the U. S., representing over 100,000 professional individuals and firms will meet. Included on the agenda are a series of panel workshops relating to the progress and problems of the rapidly growing trade association movement.

Discussion topics include such subjects as "Demonstration in Group Dynamics," "How to Handle Staff Problems," "What You Can Do About Government Questionnaires," "Keeping Present Members Sold."

41 ANNUAL REPORTS WIN BRONZE OSCAR FOR FIRST TIME

Of the corporations winning the bronze "Oscar of Industry" trophies for the best annual reports in 100 industrial classifications, forty-one received the award this year for the first time, according to an announcement by Weston Smith, director of the *Financial World* annual report survey.

The presidents of the corporations whose reports were judged "Best of Industry," received their awards at the *Financial World* Annual Report Awards Banquet in the Grand Ballroom of the Hotel Statler, New York, on October 25.

A grand total of 5,000 corporation annual reports were rated in this international competition, the fourteenth in the series. Chairman of the jury making the final selections was Dr. Pierre R. Bretey, editor of *The Analysts Journal*. He was assisted by William R. White, president of the New York Society Analysts, Inc.; M. Dutton Morehouse, president, and Shelby Cullom Davis, executive vice president, of the National Federation of Financial Analysts Societies; and Kenneth Woodworth, chairman of the Board of Trustees, Massachusetts Hospital Life Insurance Company.

MIKE AND SCREEN INITIATES PR ADVISORY SERVICE

A Mike & Screen Press Service Bureau has been organized by the Radio-Newsreel-Television Working Press Association, New York. The Bureau is staffed by members of the association, including reporters, assignment editors, cameramen, commentators, and technical experts in the fields of radio, TV, and theatrical newsreels.

The Bureau will provide free consultation on request to the industrial and public relations world and public officials. It will not initiate campaigns or stunt, nor will it endeavor to secure specific coverage of an event, but will operate solely in an advisory and orienting capacity.

It will supply information on contacts in the three fields, facilities requirements (space, lighting, deadlines, etc.), and what facts should be included in news releases.

FRINGE BENEFITS RISING

A survey of 940 firms by the U. S. Chamber of Commerce discloses that fringe benefits to employees—paid vacations, holidays, pensions, insurance plans bonuses and profit-sharing payments—were almost twice as high in 1953 as in 1947.

HUMAN VALUES INCREASING IN BUSINESS

A good many people still are convinced that business is concerned only with production and sales, profit and loss. They think that the typical business man is strongly materialistic, with small regard for human values.

But today, says the Chamber of Commerce of the United States, these beliefs are obsolescent. Increasingly, business men are becoming concerned with what Chamber President Clem D. Johnston terms "... the vast and vital areas that lie between the things of the spirit and the things of the world."

Business men realize, according to the Chamber, that there is a contribution they can make in the area of human values. Thus today's responsible business man is more than a technician. He understands people and uses his understanding to promote their welfare.

As an employer, the business man is coming to understand that the people who work for him want recognition of a job well done, and a sense of participation, of belonging. Opinion surveys show that employees want these things even more than good wages and job security, the Chamber points out.

As a producer, the business man recognizes that what he sells can provide such benefits as comfort, leisure, better health, better living—all directly related to human values. It may well be, the Chamber suggests, that business has found it can gain as much in the long run through venture in the study of human values as it has already gained through research into material productivity.

CHICAGO PR BOARD STARTS MONTHLY NEWSLETTER

The Public Relations Board, Chicago PR counselors, have initiated a monthly newsletter. Lee Schooler, president, says the publication, *The PRB Newsletter*, will be circulated to business executives, universities, colleges, and public libraries.

The publication is designed "to create a better understanding of the functions and values of public relations." It will include expositions of public relations methods and techniques as well as case histories of specific public relations programs.

Effective employee relations like charity begins at home—in the office of the company's executives.

ELISHA GRAY, II, President
Whirlpool Corporation

Public Relations Journal

It Pays to Read **Association Notices**

A bulletin issued by George Benjamin to his association helped catch a crook and saved an association member a \$20 fleeing. Mr. Benjamin is executive secretary of the Arkansas Automobile Dealers Association, Inc. and a member of PRSA's Mid-South Chapter.

The story was related by John Fletcher in a column of the *Arkansas Gazette*:

"R. B. Reed of Dryer Motor Company at Texarkana sat in his office Tuesday reading the News Bulletin of Arkansas Automobile Dealers Association, Inc.

"A man driving a car with Florida license stopped at Dryer's. He was touring the country, he said. His auto had been damaged the day before and he had spent his money to get it fixed. He had to get to Memphis, where relatives lived.

"Could he cash a personal check? Just a small amount—say \$20. He said he had a fine job with a reputable Florida automobile dealer, exhibited identification cards and credentials.

"Just a moment," said Reed.

"He returned to the office, re-read an item in the Bulletin written the day before by Executive Secretary George H. Benjamin. The Bulletin contained a warning about this man—a warning passed along by the New Jersey Automobile Dealers Association. Even his name and pitch were the same.

"The visitor is being held by Texarkana police for New Jersey authorities. The episode is an example of effective Business Association work."

Communications Leaders **Form National Overseas** **Information Committee**

Twenty-eight leaders prominent in the field of communications, public opinion and international affairs have formed a voluntary committee, the National Committee for An Adequate U. S. Overseas Information Program, according to Edward L. Bernays, New York PR counsel, chairman of the committee.

The function of this educational group is to bring to the American public the reasons why such a program is important to international understanding of America, to counteracting Communist propaganda and to strengthening bonds with our Allies. Its activities will further the work of the U. S. Information Agency.

The executive committee of the committee consists of C. B. Larrabee, chairman of the board, *Printer's Ink*; Jack Cominsky, publisher, *The Saturday Review*; and Mr. Bernays.

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Going over final plans for the publicity-public relations group meeting of the AAAA's Eastern Annual Conference, to be held at the Hotel Roosevelt, New York, on November 22-24, are (left to right)—Joseph Field, PR director, Compton Advertising; Bill Treadwell, PR director, Leo Bur-

nett Company; Planning Committee Chairman Hal Davis, vice president and director of promotion, Kenyon & Eckhardt; John Sasso, vice president, G. M. Basford Company; Richard Fehr, PR director, Doherty, Clifford, Steers & Shenfield; and Frank Leonard, PR director, Campbell-Ewald.

PR Service Guide . . .

PUBLICITY AND ITS RELATION TO SELLING

A unique reference book in concise question-and-answer form by one of the country's leading publicists, a promotion guide designed to help you reach and sell the American market, with a precise, definitive clarification of three inter-related fields of promotion—publicity, advertising, and public relations. Produced as a client indoctrination manual, it serves equally the businessman and the promotion expert. **SG-91.**

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SAFETY FACT BOOK— SOURCE FOR PR MEN

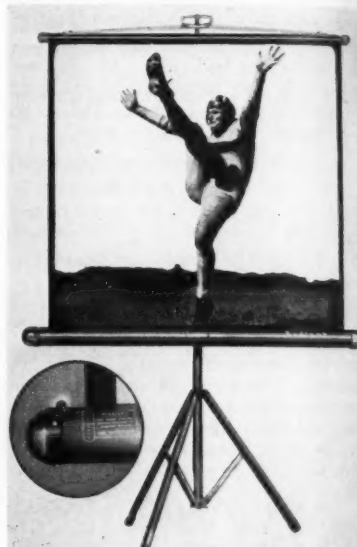
The 1954 edition of the statistical year-book, "Accident Facts," is now off the press. The 96-page book is a valuable source of ideas and data for making speeches, writing articles, preparing reports and planning safety campaigns. Contains facts and figures on all types of accidents—industrial, traffic, home, farm and school. Charts showing trend for past 25 years. **SG-93.**

HOW TO WIN FRIENDS THROUGH OPEN HOUSES

The first of a new series of "how-to-do-it" booklets, prepared by a gas association to help member companies in their local informational activities, is now ready for distribution. It deals with the merits and mechanics of winning community friends through plant tours. Contains specific examples and a 15-point check list. Could be adapted to other industries. Succeeding booklets will cover other public relations subjects of basic interest to local companies. **SG-94.**

For information as to source of any equipment or service listed in this section, write to **SERVICE GUIDE**, Public Relations Journal, 2 West 46 Street, New York 36. Indicate item or items in which you are interested by referring to guide number.

ALL PURPOSE SCREEN FOR PERFECT PROJECTION



The ideal color projection surface—flat as a mirror and tight as a drum—brings out new depth, new contrast, color beauty you never dreamed existed, according to a well-known manufacturer whose new model screen incorporates three new features in addition to "Color-Flect fabric"—center-mounted patented tension control, all metal spring roller, lever operated fabric lock. Portable. Dust-proof zipper carrying case. **SG-95.**

FINANCIAL OPINION LEADERS LISTED IN NEW DIRECTORY

A new directory, said by the publisher to be the first compilation of the 1,000 financial opinion leaders who influence security values and business policies in the United States, is now off the press. Edited by a pioneer financial public relations counsellor. Designed to fill the need for a prime list of financial editors, columnists and writers, plus the investment advisors and analysts, who interpret financial news and predict industrial trends. In six sections—daily press, etc.; financial publications; market letters; etc. Accredited by Weston Smith, survey director of *Financial World*. **SG-96.**

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PR Service Guide . . .

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GOVERNMENT BOOKLET ON NON-DISCRIMINATION

An interesting booklet entitled "Equal Job Opportunity Is Good Business" has just been issued by government. It explains why and how government is working to end racial and religious discrimination in employment by those businesses contracting with the federal government. It also tells how business and the nation profit from non-discriminatory employment policies and eight steps taken by firms which have successfully put such policies into effect. **SG-98.**

PERSONNEL RELATIONS MATERIALS CATALOG

A leading publisher of tests and employee relations material has just released a new edition of a catalog for business and industry. Of special interest is the morale survey measuring the feeling of employes about their jobs, their pay, and the company they work for. **SG-99.**

COMPACT EASEL DISPLAYOR FOR PRESENTATIONS

Compact album with self-contained easel, standard 3-ring or multi-ring binders, up to 30 clear plastic window sleeves, 60 inserts. Opens out to 11" x 17", providing adequate space for the display of photos, diagrams, statistics, and other material. **SG-910.**

MAKE PHONE USERS PR CONSCIOUS

The sales and public relations potentials of that familiar instrument, the telephone, are all too frequently lost through misuse, according to Tel 'N' Sell, a packaged telephone training program. Employing a 12-minute sound slidefilm as its major tool, company personnel can see themselves performing good and bad telephone practice. The film is part of an organized meeting which anyone can conduct with the help of a meeting guide. Included are a number of follow-up activities, designed to achieve maximum recall value. **SG-911.**

DENTAL SURVEY MARKETING GUIDE

Manufacturers, advertising agencies and others who are interested in the dental field from a marketing and advertising viewpoint will find "A Survey of the Dental Market" a valuable tool since projected results can be used as a sound basis for mapping campaigns and promotions. The survey of the \$580 million dental market is based on information obtained from over 2,000 dentists covering over 10,000 patients. **SG-912.**

HELP YOUR SUPERVISORS DO A BETTER JOB

A shirt-pocket sized memorandum book of approximately 48 pages that serves as a continual training program, an everyday means of bettering production, cutting down costs, improving employer-employee relations and keeping your human machinery in smooth running order. Contains educational notes and specific "how-to-do-it" articles with plenty of space for important reminders and notes for future reference. Used by over 200,000 supervisors. Issued monthly. **SG-913.**

FIRST AID FOR PUBLIC SPEAKERS

In one volume a concise, down-to-earth, self-taught course in direct public speaking, designed for the self-improvement group, based on the speaker's personality. Any group can present it effectively. Or teachers may do it in school classes. **SG-914.**

NEW PUBLICITY SERVICE FEATURING FRENCH ARTS

A new feature service dealing with the lively arts in France in an off-beat manner rather than straight travel style. Subjects to be covered regularly each month will include music, the theatre, art, folklore, ballet, food, fashion, radio and television. **SG-915.**

NEW LITERARY SERVICE FOR BUSY EXECUTIVES

Busy people with too little leisure time can now keep up with important new books—biographies, historical works, adventure, novels, etc.—by purchasing a monthly volume containing four abridged books. In its 15 years' experience, the staff of editors claims it has never failed to satisfy the most critical of all readers—the authors themselves. Hard-bound library volumes. No minimum purchase required. **SG-916.**

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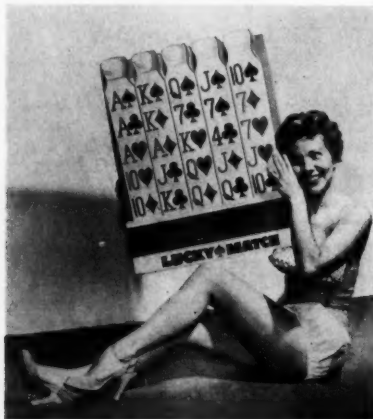
PR Service Guide . . .

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Want to attract attention to an outdoor exhibit at a state or county fair, a plant tour visit in your community, or a farm implement display area? A new way to set up a complete, low-cost display has been developed by a Chicago producer. Specially designed pipe sections fit together to form trilon frames and arch gateways. Attractively-lettered canvas banners may be wired onto the frames. Each trilon is topped with a spinner that turns in the wind. Can also be used indoors. **SG-917.**

WINNING HAND FOR MATCH BOOK ADVERTISERS



Taking advantage of man's natural "gambling instincts," a leading match company has created an exciting new match book which combines actual poker play with the best in low cost remembrance advertising. Each match is a complete poker hand. Any number may participate. Not only do they perform a service; they can be used to entertain smokers and non-smokers alike. Imprint space on front cover. Specially designed covers available with large orders. **SG-918.**

TO ENCOURAGE GOOD DRIVING

"You and Your Car" contains basic guides for traffic safety, highlighted with humorous graphic illustrations which reduce reading time to a minimum. **SG-919.**

COIN CHANGE-MAKER CAN REAP PR DIVIDENDS



The request for coin change has long been an extra burden for cashiers and clerks in stores, banks, depots, industrial plants and many other "traffic locations" throughout the country—wasting many valuable man hours every year and causing countless annoyance when people have to be refused. Here is an efficient, practical and economical answer to the problem which will build good relations for your company and make happier employees. **SG-920.**

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Said to be the first fountain pen in history to eliminate the messy and inconvenient ink bottle, this newly designed pen is filled by the 10-second operation of slipping a hermetically sealed cartridge of fresh ink into the barrel. The unbreakable transparent plastic cartridges are completely leakproof and can be carried in the pocket for instantaneous refill. The pen may be left uncapped for hours and will require no prodding for the ink to flow freely. Many other new features. Manufactured by a leading pen company. **SG-921.**

OPERATION HERBERT— HUMOROUS HEALTH FILM

When you have a film that hits your audience in two of its basic interests—health and money—and still leaves them laughing, you've got a success. "Operation Herbert" is a 30-minute film first produced for TV, starring Jackie Kelk, designed to acquaint audiences with some revealing facts on medical-care costs. Available without cost for group showing. **SG-922.**

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Claimed to be the lightest, smallest, fastest, least expensive and first portable photo-copying machine, this new, all-plastic-encased instrument produces dry, black-and-white copies in 30 seconds while the actual copy transfer from original to negative takes only nine seconds. Manufacturer's research shows that 83 per cent of all copying is done at a cost of from 58c to \$1. per item. The new portable equipment will do it for 9c. Many unusual uses, including hospital X-rays. **SG-924.**

TELEPHONE SANITATION



A simple wiping with a new disposable cloth wafer, impregnated with an active germicide harmless to human beings, sanitizes and deodorizes telephone mouthpieces in a few seconds. Packed in jars of 100. Recommended for telephone hygiene in offices, factories, or institutions. **SG-925.**



Grove Patterson (right), editor-in-chief of "The Toledo Blade," one of the nation's most distinguished journalists and one who continually does an outstanding public relations job for America's newspapers, was honored by the Toledo Rotary Club recently. What makes this seemingly routine item news is the fact that the book was a specially bound and inscribed copy of his memoirs "I Like People," according to Paul A. Schrader, director of news of "The Blade" who is also in charge of public relations for the newspaper. The presentation was made by William H. Schomburg (left), president of the Toledo Rotary Club.

Magazine Publishers Close Ranks Against Objectionable Publications

Publishers of over 375 nationally and internationally distributed magazines closed ranks today against those "few publishers" who have abused public trust by circulating "salacious, repulsive or otherwise objectionable printed matter."

Copies of a resolution which was passed at the fall meeting of the Magazine Publishers Association, Inc. and which expresses one of the most vigorous stands the magazine industry has ever taken, were mailed to members, pledging them to vigilant cooperation with all forces attempting to protect the public against such abuses. The MPA represents the major portion of the magazine industry in the United States. Its members published magazines having a combined circulation of over 140,000,000 copies per issue.

"For some time the magazine publishing industry has watched the increase in sex and crime subjects appearing in certain types of publications, and have shared with religious, patriotic, education and governmental groups a growing concern for the pernicious effects on the public, and particularly on the country's youth," says Arch Crawford, President of MPA. The organization feels it must take steps to disassociate that part of the magazine industry it represents from this mis-use of the printed word."

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233) SHOWING THE OWNERSHIP, MANAGEMENT, AND CIRCULATION OF PUBLIC RELATIONS JOURNAL published Monthly at New York, New York, for October 1, 1954.

1. The names and addresses of the publisher, editor, managing editor and business manager are: Publisher, Public Relations Society of America, Inc., 2 West 46th Street, New York 36, N. Y. Editor, Milton Fairman, c/o Public Relations Society of America, Inc., 2 West 46th Street, New York 36, N. Y. Managing editor, Robert L. Bliss, 2 West 46th Street, New York 36, N. Y. Business manager, Woodrow G. Gatehouse, 2 West 46th Street, New York 36, N. Y.

2. The owner is: Public Relations Society of America, Inc., 2 West 46th Street, New York 36, N. Y. (Non-Profit Organization). Officers are: Frederick Bowes, Jr., President; Robert L. Bliss, Executive Vice President; George M. Crowson, Vice President; William A. Durbin, Treasurer; Dan J. Forrestal, Secretary—all of 2 West 46th Street, New York 36, N. Y.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: (None).

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required from daily, weekly, semiweekly, and triweekly newspapers only.)

Woodrow G. Gatehouse,
Business Manager.

Sworn to and subscribed before me this 29th day of October, 1954.

Elizabeth I. Appell,
Notary Public, State of New York

(My commission expires September 22, 1956.)

Four Food Editors Win Meat Institute Awards

Four newspaper food editors won the American Meat Institute's annual Vesta awards for outstanding presentation of news about food. The awards were announced at the Newspaper Food Editors' Conference held last month at the Waldorf-Astoria in New York.

Recipients of the awards were Mrs. Elizabeth Sparks, *Winston-Salem (N. C.) Journal*; Dorothy Sinz, *Dallas Times-Herald*; Mrs. Ruth Ellen Church, *Chicago Tribune*; and Clarice Rowlands, *Milwaukee Journal*.

The awards were bronze statuettes of the mythological goddess Vesta, guardian of the hearth and fire, hence of the preparation of food.

Ad Council Day Scheduled For Nov. 17

The Advertising Council, Inc., New York, will hold an Advertising Council Day on November 17 at the Waldorf-Astoria. This is the first event of its kind in the twelve-year history of the non-profit, business-supported public service advertising organization.

An all-day series of meetings on various Council operations will be climaxed by a dinner that evening for some 700 business and advertising leaders. Dag Hammarskjöld, Secretary General of the United Nations, will be the principal speaker.

Earlier in the day, the Council's Public Policy Committee, headed by Paul G. Hoffman, chairman of the Studebaker-Packard Corp., and composed of twenty leading U. S. citizens representing various professions and fields of endeavor, will meet to review and evaluate all of the Council's major public service programs in the light of their relative importance to the nation and the American public.

The agenda also calls for a meeting of the Council's Industries Advisory Committee, the 60-man group of top business executives whose chairman is Charles E. Wilson, chairman of the executive committee of the Board of Directors of W. R. Grace & Co.

Census Bureau Preparing New Business Tally

The Bureau of the Census, U. S. Department of Commerce, is now having printed the report forms to be used in the forthcoming 1954 Censuses of Business, Manufacturers and Mineral Industries. Approximately 2,500,000 forms will be distributed early in 1955 to all establishments from which individual reports will be required.

The Bureau is additionally engaged this fall in the taking of the 1954 Census of Agriculture. Data will be collected from more than five million farms.

As a result of the timing of these censuses, business men and government agencies will have statistical information about most of the major agricultural, distributive and manufacturing operations of the country for an identical time period, as a measure of how the needs of a population of more than 163 million are served by the farmers, merchants, factory workers and miners.

Photo-engraving Guide

The third issue of "Laurence's Guide for Photo-engraving Buyers" has just been distributed by Laurence Inc., Chicago photo-engraving house. It deals with the "Multi-Color Line Process," and goes into the several approved ways of preparing copy for this least expensive of all color reproduction methods. Copies available without obligation (547 South Clark St., Chicago 5.)



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Polio Drive Official George La Porte Dead

George La Porte, director of the Greater New York March of Dimes, died September 16 in Miamonides Hospital, Brooklyn, after a brief illness.

Mr. La Porte was named director of public relations for the National Foundation for Infantile Paralysis in 1941, and became director of the New York fund raising group in 1949.

Prior to entering the voluntary health field in 1941, he spent twenty years in sales work, advertising and promotion, and public relations.

He was a Mason and a member of PRSA.

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National Research Bureau Buys "Working Press"

"The Working Press of the Nation" has been purchased by The National Research Bureau, Inc., 415 North Dearborn Street, Chicago, Ill., according to William H. Wood, president.

The book is a compilation of key personnel, publishers, editors, writers, and broadcasters on the nation's systems of communications. It has been published annually since 1947.

The 1954 edition contains over 50,000 listings and is priced at \$25.00. Copies are still available.

Coming Events in PR

November 7-9, 1954—Fourth National Conference of the Adult Education Association of the U.S.A., Hotel Morrison, Chicago.

November 8-11, 1954—Annual Convention, American Trade Association Executives, Hotel Statler, Los Angeles.

November 10-13, 1954—45th Annual Convention, Sigma Delta Chi, Deshler Hilton Hotel, Columbus, Ohio.

November 13-16, 1955—8th Annual National PR Conference, Los Angeles, Calif.

November 16, 1954—1st Annual Day of Visual Presentation, Hotel Biltmore, New York.

November 22-24, 1954—Eastern Annual Conference, AAAA, Hotel Roosevelt, New York.

November 29-30-December 1, 1954—7th Annual National PR Conference, Roosevelt Hotel, New York City.

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What companies can do now to get ready for bombing if a war . . . pre-attack planning. Iron and steel industry put top men to work on study, and they have come up with some practical, down-to-earth recommendations, valuable guides to big and smalls in ALL industries. No panic about this. It's handled just like any other problem that might arise in future. For a copy of study, write American Iron & Steel Institute, 350 Fifth Ave., New York 1, for "Industrial Defense Planning Manual." Price 50c.

* * *

Film Counselors, Inc.'s (500 Fifth Ave., NY) Business Film Thinking, a 21-page "guide to more effective use of sponsored films . . . American Automobile Association's (1712 G St., NW, Wash. DC) "TV Handbook for Motor Clubs" . . . Continental Can Company's (100 E. 42 St., NY) P. R. News, a five-times-a-year PR handbook for plant managers in newspaper format . . . Lily-Tulip Cup Corporation's (122 E. 42 St., NY) 25th anniversary publication "The Lily-Tulip Story" . . . Standard Accident Insurance Company's (640 Temple Ave., Detroit) "Agency Public Relations," a feature in their regular Standard Service (September 17, 1954) telling insurance agency people about PR and how to activate a program . . . American Brake Shoe News (employee publication, August-September) special issue on retirement (230 Park Ave., NY).

Public Relations Journal

parens*

This is a column about things that interest PR people. Some important, some whimsical, some of passing interest, some of significance. The writer's blasts and kudos are not necessarily those of the JOURNAL Publications Board.

parens

TOASTMASTER QUIPS: J. Ray Bell, talking to the New York Chapter luncheon for Attorney General Brownell in September: "the speed with which things move today makes it impossible to keep one's misconceptions up to date."

parens

LOOK FOR US EVERYWHERE DEPT.: The Hialeah Race Course has just issued orders to have its JOURNALS maintained in gold-embossed binders. Incidentally, as the JOURNAL moves into its tenth year of publication, it is being read in every U. S. state and territory and 22 foreign countries.

parens

Here's a hospital that works both sides of the street in the best sense of the term. When a patient enters Bethesda Hospital in Cincinnati, a four-page folder describes the available services and comforts from meals to mail. Upon discharge patients are invited to mark a checklist of reactions to the hospital's service—reception, personnel, food, account payment, etc. They even ask if the technicians who drew blood were efficient and courteous—and whether the people who cleaned the floors were considerate. Very thorough-going job.

parens

We'd heard of restaurants that get your birth date and send you greetings every time you add an annular ring, but Cavanaugh's (258 West 23 St.), the famous old gourmet haven in New York has a new one. If you phone for a reservation beforehand, your thoughtfulness is rewarded when, on arrival, you find a neat little card at your reserved place with your dime returned with thanks. The card even adds that if you wish to put your coin to a worthy use there's a March of Dimes collection canister at the cashier's counter.

parens

John Crosby, the New York Herald Tribune's radio and TV columnist critic, claims his spies have unearthed some new Madison Avenue jargon. "Carbonized" means arrival at executive status sufficient to be included on distribution of carbon copies of memos. He alludes to the memorandum as "a great thing." Speaking of conference habits, or plans boards doings, Crosby claims that "concretize," meaning to firm up (as an idea or campaign), has been replaced by "caramelize." Could be that creative effort is getting stickier.

* Short for "parentheses," used by typists and proofreaders.

Mr. Perkins buys a pig

—and gets some first-hand information on what the American meat packing industry does to earn its keep.



1. "Why is it," Mr. Perkins asked his wife, "that you pay more than twice as much for pork chops as porkers are bringing on the farm? We will buy a whole pig—have pork chops more often and save a lot of money, too."



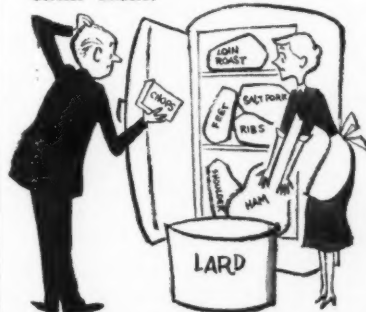
2. So Mr. P. drove to the country, bought a very choice 240-lb. pig (he hadn't known they ran so big). He also found out that...



3. There is quite a bit of difference between pork on the hoof and pork in the refrigerator. He had to hire somebody to turn the pig into eatin' meat.



4. When it was dressed, his 240-lb. pig had shrunk to only 180 lbs. It still had to be turned into kitchen cuts by somebody skilled at that sort of thing.



5. After cutting up, the 180 lbs. of pork had shrunk to only 135 lbs. of meat cuts—only 10 lbs. of which were center cut chops. The hams still had to be cured, bacon smoked and sliced, sausage made.



6. "I much prefer to be able to pick and choose just the cuts I want—when I want them," said Mrs. Perkins. "With packers and retailers on the job, I know any cut I want will be available when I want it."

AMERICAN MEAT INSTITUTE

Headquarters, Chicago

Members throughout the U. S.

(Advertisement)

THE HOPPER

Too Many Questionnaires

It seems to me that there is an increasing number of questionnaires coming into public relations departments of large companies such as Socony-Vacuum.

To answer some of these completely would take four or five hours at least on the part of men who are pretty high up in the company. At times, and I don't mean to be critical, I think that some of the questionnaires coming from publications show a certain naiveness on the part of the sender in assuming that, say, a vice president in charge of finance or an economist should sit down and devote half a day to filling in answers.

The purpose of this letter, therefore, is to suggest that at an upcoming meeting of the PRSA, this subject might be worth discussion and any thoughts that can be passed on by other members I am sure would be helpful.

DANIEL C. MCCARTHY

*Public Relations
Socony-Vacuum Oil Company
New York, New York*

Brevity Wins

Your recent editorial "Victory for Brevity" reminds us once more of the importance of little things in public relations. We've received more favorable comment on this item than on many a big project; we've even had nice words from several staid bankers with whom we checked out the suggestion in advance.

For the sake of the record, the Connecticut Light and Power Company beat us to the draw by a few weeks. We weren't among *Edit Memo's* select 119, and our copy came through a subscribing colleague at AT&T. CL&P's bill insert was therefore on the stands before we were able to clear ours.

Thank you for your kind word about us. It's always pleasing to have a customer compliment us, especially in the pages of such a worthy publication. And incidentally, we find the JOURNAL of great help to us—we've made good use of several recent articles. We'll even extend our "excellent" rating to your name!

RAYMOND A. LORING

*Assistant Vice President
The Southern New England
Telephone Company
New Haven, Connecticut*

Excellent PR

At the last meeting of the Board of Directors of the Wisconsin PRSA Chapter, it was decided to subscribe to the PR Journal for all cities in which we have members. It appears we will want a one year's subscription for approximately twelve public libraries throughout the state.

GRETA M. MURPHY

*Secretary
Wisconsin Chapter, PRSA.*

Interpreting Our Freedoms

... my genuine congratulations to you on your interpretation of our freedoms in the current PR JOURNAL. (September, 1954, article by Francis Pray). As a member of the boards of Fisk University and of the Southern Education Foundation in addition to my regular curriculum as a counselor in the business world, I welcome your basis for getting men of good will in both camps together in a common understanding of freedom, American style.

WILLIAM H. BALDWIN

*Public Relations Counsel
New York, New York*

Writer Seeks Material From PR People

I am interested in contacting the public relations news directors of various agencies everywhere because I am always searching for all kinds of reference materials, photographs, etc. for creating new stories, articles and features.

I cover a wide range—fashion, children, science, how-to's, personalities—in fact, just about anything and everything.

I have been working with a few agencies during the past years with outstanding results in stories of all kinds. But my coverage is far from complete and I believe a mention in your excellent publication would bring me in touch with many other news-makers.

RAYMOND A. LAJOIE

*Articles—Stories—Features
12 Bedford Avenue
Worcester 5, Mass.*

Tremendous Growth In Motivation Research

There has been a tremendous growth in the motivation research field in the past year, according to James M. Vicary, New York marketing researcher. A year ago it was necessary to interest people in motivation research, and convince them of its validity as a research method, while today there is wide interest in the field, and less criticism of its techniques.

Speaking before the Connecticut Chapter of the American Marketing Association, Mr. Vicary said that this growth is due in part to the work of the Advertising Research Foundation, which has published two directories of motivation researchers indicating the vast number of people who now handle this type of work. He also pointed to the increasing number of articles, conferences, and speeches on the subject.

Classified Advertising

When answering ads please address as follows: Box number, PUBLIC RELATIONS JOURNAL, 2 West 46th Street, New York 36, N. Y. Rates: "Positions Wanted" \$1.00 per line, 5-line minimum; "Help Wanted" \$2.00 per line, 5-line minimum. Payable in advance.

(Deadline for copy is the 10th of month preceding date of publication.)

Positions Wanted

PUBLIC RELATIONS EXECUTIVE

Twelve years' experience, all phases of public relations. Capable of preparing and developing complete program coordinated through all media. Heavy planning and writing background for brochures, pamphlets, employee publications. Editor, prize winning house organ. Former managing editor of two newspapers. Radio, news and special events. Strong on community relations, sales promotion and advertising. Experience includes industry, trade association, municipal, business, political and general work. Box M-11.

A MAN WHO has had 8 years all-around PR experience plus 1½ years on trade newspaper wants to switch jobs. Recent concentration on planning and production of publications ranging from throwaways to illustrated brochure. Age 39; excellent education; knowledge French and Spanish. Box G-11.

AGRICULTURAL PUBLIC RELATIONS

—Cornell B. X. Agr., 4 yrs. agr. extension, 2 yrs. federal govt., 8 yrs. grower relations manager national food firm, 1 yr. trade association. Presently member of Exec. Committee large food processor. Age 44, married, 2 children. Box K-11.

PR WRITER—COPY EDITOR—COPY-WRITER. Former foreign correspondent (Columbia Phi Beta Kappa) available for free-lance assignments. Guarantee 20,000 words professional, finished copy per week. Permanent. One million words published. Minimum terms. Box C-11.

Want an honest to gosh PR man for responsible job? Young, 7 years in PR. Will not work for peanuts but you'll get your money's worth. Portfolio on request. Box W-11.

VARIETY

Wednesday, August 18, 1954

THE EAGER MINDS

With Philip Bourneuf; Dwight Weist, narrator

Producer: RKO Pathe

Producer: Jay Bonafield

Director: Larry O'Reilly

Writer: Burton Benjamin

One half-hour (color)

Distrib: local electrical companies

Light's Diamond Jubilee Committee, the 300-company group celebrating the 75th anniversary of the invention of the incandescent lamp, together with N. W. Ayer, its agency, RKO Pathe, have turned out one of the best industrial public relations pix seen in a long time. It's a solid programming entry for any tv station and rates a prime time slot.

Film, through the eyes of Philip Bourneuf, who grows up with the electrical industry, first as a dreamy boy, later as an engineering student and finally as a development engineer, is a virtual panorama of the growth of electronics in the U. S. and the parallel growth of American industry. Included are some new electronic developments (a televised phone system, the wrist-watch radio, the home visual tape recorder, electric eye-operated closets, etc.) that make some of the science fiction half-hours on tele look like pikers.

It's a well-produced, well-written and well-performed film that doesn't have to take a back seat to any commercial programming on the networks or stations. RKO has also eliminated a headache for station film directors by deliberately avoiding visual plugs of any kind, and the pic won't need any lab work. Distribution is being arranged via local electrical companies, for non-theatrical, tele and theatrical showings. And those outlets which have already installed color origination systems should be able to use the pic to good advantage.

Chan.



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THE BEST"

— says Variety

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WHY NOT STOP IN TO SEE OUR DISPLAY AT THE 7TH ANNUAL NATIONAL PUBLIC RELATIONS CONFERENCE

(Advertisement)

launched: *an idea*

More than one manufacturer has had the idea he'd like to widen his market. So, too, the makers of Britain's famous Macintosh raincoat for men. Thus, the "Lady Macintosh" made her debut in *The New Yorker* of Sept. 12, 1953. The text of the advertisement called it "a line-for-line, stitch-for-stitch plagiarism of the world's most honored weathercoat."

The retail sales effect of its arrival was spontaneously felt in Brockton, in Detroit, in Pittsburgh, San Francisco, Boston, Atlanta, St. Louis, Minneapolis, Los Angeles, Washington—up and down and across America. Hundreds of coats were sold within the first few days of the appearance of the advertisement—and sales were sustained for weeks thereafter. In various sec-

tions of the U. S., retailers reported that many new customers came in and opened charge accounts.

But this is even more amazing: The first Lady Macintosh advertisement broke in *The New Yorker* during one of the most sustained dry spells this nation has ever had. Sir Robert Appleby, President of Robert Appleby & Co., Inc., sole importers and distributors of Macintosh products in America, remarked, "The New Yorker sold raincoats when it wasn't even raining!"

No, *The New Yorker* can't perform miracles. But it is amazing how many near-miracles it has helped perform . . . especially behind inspired thinking. Have you an idea to launch?



THE
NEW YORKER

25 WEST 43RD ST., NEW YORK 36, N. Y.

sells the people other people follow

